



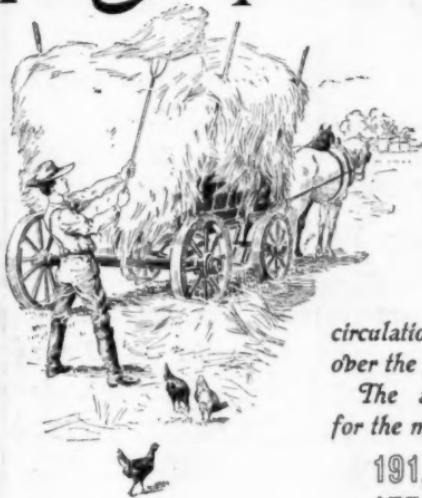
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII. NEW YORK, SEPTEMBER 19, 1900. NO. 12.

HAY MAKING



The figures

6,812

and

8,492

*stand for the gain
daily and Sunday
respectively in
"The Record's"
circulation of August, 1900,
over the previous year.*

*The average circulation
for the month was*

191,293 DAILY

155,260 SUNDAY

*These are the hay days of this paper's existence, and
YOU, the same as all the successful merchants in Philadel-
phia who ALWAYS use it, are sure to reap a good harvest
by patronizing its advertising columns to push your business.*

RATE 25 CTS. A LINE DAILY.

RATE 20 CTS. A LINE SUNDAY.

The secret of THE RECORD's remarkable triumph in the field of American journalism is not difficult to discover. It is an enterprising, energetic, honorable newspaper, printing all the news, and more than that, it is a courageous, independent journal, speaking its mind without fear or favor, and it is devoted first, last and all the time to the interests of the public.—*Philadelphia Public Ledger*.

*We want every reader of "Printers' Ink" to have one of the miniature
editions commemorative of "The Record's" 23d year.*

Why Street Car Advertising Pays

The Kissam system controls 298 cars, thoroughly traversing the Borough of Brooklyn, whose population is 1,300,000.

135,000 persons daily use the cars of the Brooklyn "L." Now then, show us the newspaper with a circulation of 135,000 that will print you an advertisement 16 by 24 inches in size for \$4.00 per day, and give you better publicity than we can. YOU CAN'T DO IT!

Place your cards with KISSAM and you will get the best advertising at the lowest cost.



Geo. Kissam & Co.

253 Broadway, N. Y.

Written by Ferdinand Luderer, Detroit, Mich.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863
VOL. XXXII. NEW YORK, SEPTEMBER 19, 1900. NO. 12.

DITMAN'S SEA SALT.

A TALK WITH THE MAN WHO HAS
BEEN PUSHING IT FOR THIRTY-
FIVE YEARS.

"If it would be safe to rely on the imagination of people, it might be to my advantage to advertise the 'Sea Salt' as a rival to the excursion boats," said Mr. A. J. Ditman, laughingly, to me, "for this lady writes to us, for instance, that 'the moment I plunge my hands into a bath containing your Sea Salt I can hear the roar of the ocean.' That's a step beyond my wildest claim."

Ditman's Sea Salt has become very familiar to advertisement readers throughout the whole country. "It has been on the market for thirty-five years, and has grown in demand constantly and steadily ever since its introduction," said Mr. Ditman. "For twenty-eight years of that time I conducted the Astor House Pharmacy, a landmark at the corner of Broadway and Barclay street, New York. Seven years ago I gave up my drug store to devote my whole powers and attention to the Sea Salt, the office of which product is, as you see, back of where the drug store was. The Sea Salt is the natural salt of pure sea water, brought to the consumer in the shape of crystal salts, and obtained by evaporation. Its functions are to bring to the home the joys and more particularly the benefits of sea bathing. If one could have a sea bath whenever desired or required, my occupation would be gone; but 'Sea Salt' enables those living inland—summer and winter—to have these benefits. For well people it is a tonic; for invalids in certain maladies, invaluable; for weak and growing children, a wonderful strengthener—the best of adjuncts

to Cod Liver Oil and similar up-builders. There have been countless spurious ones, countenanced by mercenary people, and even by reputable folks in the drug trade. They spring up continually, but never seem to survive. Mine has survived a third of a century, simply because it is genuine. The counterfeits are usually only common table salt, from Syracuse, in crystal form instead of pulverized. No harm in them, but no good either."

"You made your market by advertising?" I asked.

"By advertising alone. For many years to the tune of between \$10,000 and \$50,000 annually. Since on a firm basis—the last few years—I do not exceed the former amount. Almost my first experiment, a successful one extending over a year, and an enterprising innovation at the time, was a house to house canvass through all the residential sections of this city and Brooklyn, the New Jersey cities, Philadelphia, Wilmington, Baltimore and Washington. There were four wagons, and three men to each wagon, and they left a two-pound box of Sea Salt at every house. It seemed dubious at the start, but it paid well. At the same time I adopted the medical journals, and I have been in them more or less ever since. Of course this was not advertising to the consumer—it was better. It was advertising to the doctors and to the druggists. It has been my experience that these have always been my staunch allies, and that the doctor's recommendation to his patient carried much more weight than the advertisement in the magazine, for instance, addressed to the consumer direct. Without doubt it was largely due to this advertising that almost every wholesale druggist in the

land has become a steady customer for Sea Salt.

"It was in 1875 that I made my first bid for the consumer direct. This was in religious journals—notably in *The Christian at Work* and in Bowen's *Independent*, then at its height of popularity. I used whole columns in it, and sometimes even larger space still. They proved excellent mediums, though hardly as good as the medical journals. Some years afterwards I went into the magazines. I have never discontinued these classes at any time since, although I may have dropped and picked

Physicians Prescribe Sea Salt Baths....

Do not wait to get in a depleted condition for a physician to order DITMAN'S SEA SALT. Be your own physician and take Salt Baths daily, enjoying the luxury of perfect health resulting therefrom. "Prevention is cheaper than cure."

Ditman's Sea Salt

Prevents sickness by toning up the system so as to make colds and kindred ills impossible. You need these Baths in Winter more than in Summer owing to the impossibility of Sea Bathing and the need of greater vitality to replenish greater expenditure of vitality

Ask your druggist for DITMAN'S SEA SALT. It is not Rock Salt, but pure salt from sea water evaporation, containing all the various mineral salts.

For full information address

A. DITMAN,
2 Barclay Street, NEW YORK.
(Astor House.)

up different publications. I can freely say that my advertising has paid me at all times. My list today, outside of medical journals, includes the *Cosmopolitan*, *Review of Reviews*, *McClure's*, *Munsey's*, *Frank Leslie's*, *Harper's*, *Scribner's*, *Christian Endeavor World*, *Christian Herald*, *Sunday School Times*, *Catholic News*, *Lippincott's*, *Chautauquan*, *Outing*, *Werner's* and *What to Eat*. I run pages frequently, and from them down to a quarter. It is my experience that the larger spaces pay best. In my display advertising I almost invariably use illustrations, finding that they pay."

"And reading notices?" I queried.

"Ah, there you strike my best paying advertisements. These reading notices are given to me freely and frequently, the editors, I presume, liking to commend meritorious articles advertised in their publications. Display ads give me good returns; reading notices, still better; but when they are in conjunction, my yield is very profitable. I run ads throughout the year, never discontinuing.

"I have not tried newspapers to any extent. I have been in the morning editions of the *Sun*, the *Herald* and *World*. But they proved unsatisfactory. To my mind the readers of daily newspapers receive only fleeting impressions. These mediums, for instance, might sell a horse, but for my line they are not effective."

"Outdoor display?" I asked.

"Good. I used it quite extensively fifteen years ago, notably the ferry-slips and suburban hoardings. But I discontinued because my business was on an established footing. I never used street cars or the elevated roads for the same reason. As for novelties, I would have none of them, for 'Sea Salt' addressed the serious-minded, with whom I could not afford to be flippan. All my retail business is mail order. But the largest part of it is with the wholesale druggists. These have been compelled to carry 'Sea Salt' because consumers have created such a general demand."

"Do you receive many inquiries from the ads addressed to the consumer?" was asked.

"A host of them. I have literature for such. On inquiry this is mailed. And ninety per cent of inquiries result in orders. The rest I do not follow up."

"How do you get at the comparative worth of mediums?" was the last question.

"I don't try to. I leave that all to the advertising agent who places for me."

J. W. SCHWARTZ.

THE experience of others, well noted and applied with discretion, may make the young advertiser as competent as the old advertiser.

OUTINGS FOR A DIME.

By H. B. Howard.

It has been said that one man's meat is another's poison, and that advertising is a panacea for all

attempt has been made to increase the earnings of a great street railway corporation by means of legitimate newspaper advertising space, not puffs.

In this connection the comment

OUTINGS For a DIME

On The Trolley Car

CHAPTER XIII.

For a long, quiet ride
Go to Dunning.

New trips offer more pleasant inducements to those who wish to escape the busy crowds for an afternoon or evening than a Trolley ride on the Irving Park line. The cars cross the North Clark street Trolley at Gracefield av. and go west to Dunning, where the asylum is now incorporated. There are several large groves, plenty of open prairie and other sights to attract and please during the long round trip of 14½ miles. Try it once, then invite your friends and go again.

On The Trolley Car.

Cars start at Gracefield and Evanston avenues. Round trip, 75 minutes; cost, 10 cents.

OUTINGS For a DIME

On The Trolley Car

CHAPTER I.

To all believers in Teddy's theory of a "Strenuous Life"—

Go in Elston-av. to Irving Park to-day; You'll get action for your money all the way; Change of scenery every minute, For there's not a dull block in it. You'll believe it when you are Riding

On The Trolley Car.

Cars start at State and Randolph. Round trip, 90 minutes; cost, 10 cents.

OUTINGS For a DIME

On The Trolley Car

CHAPTER IV.

If you want variety

Go to Riverside to-day

For rapid change of scene and a lively ride there is nothing to compare with a trolley trip to Riverside. The cars start where the Ogden Avenue trolley turns, and travel as fast as the cars to Skokie Park, Berwyn, La Vergne, Cicero and Riverside through a country filled with novel sights, picnic groves, and dancing pavilions. Over 10,000 people made this trip Sunday. This is a popular route for special trolley party cars. On all the West Sids there is nothing to beat it.

On The Trolley Car.

Cars start at Ogden ave. and Fortieth. Round trip 60 minutes; cost 10 cents.

OUTINGS For a DIME

On The Trolley Car

CHAPTER VII.

For relief from the heat,
Go up Halsted Street.

When the nights are hot and everything is sizzling on the West Side, board a heated-18th street trolley and go to the Halsted. There one is near the lake, is surrounded by beautiful houses and lawns, and is within a few blocks of the Marine Hospital. The lake front and Sherman road is a good place to cool off with watching the ever-changing throng on the boulevards. Notice the hundreds of queer sights along Halsted-st. as you go by

On The Trolley Car.

Cars start at Halsted and 21st-st. Round trip 120 minutes; cost 10 cents.

business ills. This is brought to mind by a series of noteworthy little ads which are running in the Chicago morning dailies, the first instance of which I have knowledge in which a systematic

may be made that the surface lines of the North and West Sides of Chicago, cables and trolleys, are in the hands of a rich corporation, the Union Traction Company, which has enjoyed a mon-

opoly of the North Side business. While it has been alleged that this corporation or its predecessors, before the consolidation was consummated, spent money with at least one newspaper (and several legislative bodies), they have not until this season spent publicity money in a way which appealed to the general public.

It was on May 30 that one of the best elevated roads in the country began operating through the North Side and, although the new line is yet far from complete, the month of June saw a falling off of over \$1,000 a day in the Union Traction Company's receipts as compared with the same month of 1899. Although a portion of this decrease in earning may be ascribed to the labor troubles which have cut so deeply into many profits in Chicago this spring, it was the remedy, not the cause, which was sought.

Most surprising of the company's actions was the announcement of a very general advance in the wages of its employees, but it is in the advertising that managers of other lines see the greatest stimulant to traffic. The campaign was inaugurated on a Sunday, when a quarter-page advertisement, well illustrated, telling its story of "Outings For a Dime," proved to be the most talked of ad of the day. Since then, with a larger space on Sundays, the series has continued with forty-five lines, single column, changed daily. There has been no favoritism and all the morning papers have shared in the business.

Each advertisement tells of the

attractions of a certain route, with directions as to the lines traversed and the points at which cars may be boarded. Where such a variety of travel may be had for a dime, and some of the trips cover distances of sixteen miles or more at that price, it is no wonder that the people try them as soon as they are acquainted with the facts, for it is certain that a majority of the people of a great city are ignorant of the many points of interest right at hand and some of them are glad to be instructed.

The railway officials go no farther than to express satisfaction with the results thus far attained, but the carmen are not so conservative in their speech and tell huge tales of increased traffic upon the advertised lines, particularly those leading beyond the city and on Sundays and hot evenings. There is many and many a family which is clipping the ads as they appear and preserving them for future reference, and the series is worth the study of every man in charge of a business of anything like this character.

BUYING SPACE.

The story the advertiser has to tell varies in detail from day to day and the space should be made to fit the story, not the story the space. The best way to buy newspaper space is by the inch or by the line, as space is bought in the metropolitan press. Then use as much of it as the occasion requires. This plan will lead you into better advertising habits. Instead of being utterly overwhelmed with the thought that here is a wide waste of white space I must fill, the first search will be for the right thing to advertise, the form of the announcement will be devised and after that the space will fix itself. This is the logical method.—*Shoe and Leather Gazette.*

INDIANAPOLIS

One of the fastest growing cities in the United States. Population 200,000.

THE PRESS

The most progressive newspaper in the State of Indiana. Circulation exceeds 30,000 copies daily.

PERRY LUKENS, JR., Eastern Representative, 29 Tribune Bldg., N. Y. City.

ADVERTISING IN CHINA.

By John S. Grey.

At a time when the whole civilized world is directing its attention to the celestial empire, it might be interesting to write of the advertising that is being done—in English—in the "Flowery Country." The greatest of the English printed papers in China is the *Mail*, which is published weekly in Hong-Kong, and costs \$2.50 per annum to subscribers. It is a large eight-page paper, seven columns wide, and, being the leading paper printed in English, is largely patronized by European and American advertisers.

The *China Mail* has a very large circulation among the English-speaking residents of that country and it is recognized as the organ of the Christian nations in Asia.

Among the most prominent American advertisers are: Syrup of Figs, Cuticura Remedies, Johnson's Digestive Tablets, Chamberlain's proprietary articles, the Blickensderfer Typewriter and Blatz Milwaukee Beer.

Among the bigger English advertisers are Beecham's Pills, Lea & Perrin, Crosse & Blackwell, Vinolia, Mellin's Food, Eno's Fruit Salt, Dr. Browne's Chlorodyne, Harlene, Holloway's Pills and Ointment, Oakey's Emery Cloth, and Dinneford's Magnesia. The spaces taken by all the above concerns are liberal in size, and, were these ads taken out, there would be little of display advertising left. But we are all more or less familiar with these ads ourselves. What is more interesting to the average American is the local ad—the one that reflects the life of the people out there in inhospitable China.

I have gone carefully through the issue of the *Ch'na Mail* for June 22, 1900, and herewith I present a few interesting clippings from that paper.

"Kirin," a delicate lager, "the celebrated beer of Japan," is advertised at \$2.90 per dozen quarts, and \$1.75 per dozen pints. I notice all through the advertisements that American dollars and cents are used in giving prices.

Here is the advertisement of a cigar dealer who offers to send samples free on application. He ought to live in New York:

KWONG SANG YUEN & CO.

MAKERS OF

MANILA CIGARS.

ONLY the best Leaves, selected by our special Representative in the Philippines, are used in the Manufacture of these Cigars.

Samples and Prices, post free, on Application. Inspection cordially invited.
Factory—No. 12, Station Street North,
Kowloon, Hongkong.

There is certainly a very Oriental look about the following:

榮 CHEE WING. 敦

28 & 29, LEE YUEN STREET (WEST)

HONGKONG.

DEALER IN

All Sorts of COPPER, BRASS, STEEL,
IRON WARE, &c.,

Suitable for

SHIPS, ENGINEERS AND HOUSE BUILDERS.

Hongkong, May 29, 1900. 1227.

Here is the style of want ad that is common throughout the East:

WANTED.

A POSITION, by a EUROPEAN (GERMAN), who was for more than 4 Years Assistant Manager in one of the biggest Commercial and Industrial Firms of SOUTHERN INDIA. Wants to change position on Account of Private Affairs. Age 27; unmarried, could join soon. Apply to the Manager of This Paper under "H. T." 1414; best references. 1210

That the American system of dentistry is considered the best, even in far away China, is shown by the great number of native dentists who use the word American in their ads. Here is one, from many:

DENTISTRY.
AMERICAN SYSTEM,
WONG HO-MI,
SURG. DENTIST
TERMS MODERATE.

CONSULTATION FREE.
50, Queen's Road Central.
Hongkong, October 3, 1899. 2190

There are plenty of hotels and

boarding houses advertised. I have selected this one for reproduction :

THE WAVERLEY HOTEL,

ICE HOUSE STREET, HONGKONG

A First-Class Private Family Hotel.

HANDSOMELY FURNISHED and Exceedingly Spacious Rooms.

Very MODERATE TERMS to FAMILIES by the DAY, WEEK or MONTH.

SINGLE ROOMS from \$4 a day, inclusive of BOARD and ATTENDANCE.

Hongkong, March 19, 1900. 2639

With the following lecture announcement I will close the series of clippings. It will be noticed that the prices for this lecture are like ours—one dollar for the best

THEATRE ROYAL.



CITY HALL.

LECTURE.

I N AID OF THE INDIAN FAMINE FUND,

ON

WEDNESDAY,

the 13th June, 1900, at 9.20 p.m.

Captain PERCY SCOTT, R.N., C.B., and A. H. LIMPUS, R.N., have kindly consented to LECTURE upon the subject of the "MOUNTINGS OF THE NAVAL GUNS AND THEIR SUBSEQUENT USE WITH THE LADY-SMITH RELIEF COLUMN."

His Excellency Major-General GASCOIGNE, C.M.G., will take the Chair.

PRICES:—Dress Circle and Stalls, (Reserved), One Dollar.

Pit, (Unreserved), Fifty Cents.

Tickets may be obtained from the Compradore at the City Hall on and after THURSDAY, the 7th day of June, 1900, at 10 a.m.

H. E. POLLOCK,
Hon. Secretary,
HONGKONG OLD VOLUMES SOCIETY.

Hongkong, June 2, 1900. 1289

seats; fifty cents for the others. The American system of money seems to run all through the paper except in the banking and insurance notices, which all allude to pounds, shillings and pence.

Good advertising suggestions, like crying babies, should always be carried out.

SOME THEATRICAL MEDIA.

There is a bright side to the managerial life. Numerous articles used are given him free, and oftentimes with a bonus besides. Take the gallery tickets. They are in six different colors, affording a nightly change, and are given free to the manager by the party who supplies the pasteboards, who pays \$50 for the privilege of having his advertisement thereon. The envelopes used to inclose the reserved seat tickets are usually supplied free by Dunlap, the hatter, who pays naught for the privilege. The programme publisher pays from \$1,000 to \$3,000 a year for the privilege of supplying a theater with from 5,000 to 6,000 programmes a week. Theaters which demand a higher grade programme for a higher grade patronage, also demand a higher price from the publisher. Advertisers consider return checks a profitable medium, and as high as \$150 has been paid for the space on the back. Drop curtains which display one or two large advertisements are supplied free to the theater. Those handsome frames containing photographs of plays that you see adorning the lobbies of Broadway theaters are "loaned" by the frame maker whose name is always prominently displayed thereon. The filter attached to the ice water tank in all the theaters is also "loaned" by the manufacturer. When you see a line on the programme to the effect that Blank's piano is used in that house, rest assured that the piano is used free. The perfume manufacturers who perfume the house also do it in exchange for a line on the programme. Theaters like the Star and Third Avenue receive as much as \$75 and \$100 a year for the candy and soda privilege in their foyers. A florist who adorns the lobby on first nights gets a line on the programme as his pay. The costumer, wig and boot maker are always favored with a "mention," which means a cut in their bills. The cigarettes in the smoking room are always "donated" for the purpose of advertising them. Lithographs are put up in shop windows in exchange for tickets.—*N. Y. Dramatic News.*

AN EFFECTIVE CATCHLINE.

"Good morning! Have you used Pear's Soap?" was one of the bon mots with which a girl at a popular summer resort recently greeted her companions, as she gaily joined the "push" at the breakfast table. It is a famous catchline and an old one. Its effectiveness lies in the fact that it has been constantly at work among people everywhere, during its entire life. It is consequently a general favorite. I have heard it on the lips of the business man as he unlocked his store in the morning; on Pullman sleepers, as heads were merrily thrust out from behind curtains; in the swell cafe, and in the little German saloon around the corner.—*Mail-Order Journal.*

You can reach more people in the best manner and get better results for your money in the columns of a good newspaper than you can in any other way.—*Mansfield (O.) News.*



ALL general advertisers who meet with any large success in Minnesota use

THE SAINT PAUL Daily Globe

The only Democratic daily in the State, it has a clientele which is untouched by any other daily in the field.

Advertising rates on application to

THE GLOBE COMPANY,

SAINT PAUL, MINN.

WILLIAMS & LAWRENCE,
87 Washington St., Chicago, Ill.
D. C. McCONN, Manager.

CHAS. H. EDDY,
10 Spruce Street,
New York City.

SOME CARELESS ADWRIT- ING.

By Fred H. Clifford.

When every user of newspaper space learns the old, old lesson that proper advertising copy cannot be hastily prepared, then there may come a pleasant relief from the long string of "curiosities" that flood the advertising columns of the papers nowadays.

The first "curiosity" I have at hand advertises a patent wash to be used on pets that have fleas. The wash itself may be all right, but the prospective purchaser is very apt to be frightened away from buying any for his pet, when

2. You will notice that it is liberal in the extreme—one may take the whole of thirty days in settling up affairs if he chooses, and still die in time to get a nice tablet or monument at a bargain price.

Ad No. 3 might leave the right impression and it might not.

Men's Pants.

Made of good, clean cottonade, shouldn't last long at 25c. each

No. 3.

"Shouldn't last long at 25 cents each" means either that the

HAPPY DOGS AND CATS

Wash and be free of

F L E A S .

Multitudes are now being freed from this pest by using "DEATH TO FLEAS" guaranteed to kill and not harm the animal.

No. 1.

he reads that the lotion is "guaranteed to kill" the animal. Just a little thought would show the advertiser the ludicrous side of his announcement. But he evidently didn't think.

trousers are of mighty poor-wearing stuff, or that they ought to sell with a rush. As it is, the reader can take his choice, but the advertiser should have fixed it so that only one construction, and

Now Is Your Time

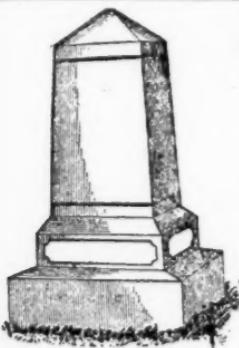
If you need a Monument or Tablet. The largest stock of granite and marble monuments and tablets in Maine must be sold as I must have the cash for them. For the next 30 days prices lower than ever. Everything warranted first-class. Call and see them and get prices, at

No. 2.

I do not remember having met with a more flattering inducement to die than that set forth in ad No.

that the right one, could have been put on the phrase.

Ad No. 4 hints broadly that



there is such a thing as "live" advertising—advertising with an app-

FOUND—BETWEEN LINCOLN AND MONTA-
gue, a shepherd dog. Owner can have same
by paying for this ad and board of same.
Turner C. Hunton, Lewiston, Me. Union
Publishing Agency.

aug20

No. 4.

petite. Else why should this man say "Owner can have (his dog) by paying for this ad and board of same."

Another small ad—No. 5 of this lot—suggests the need of prompt action by the Society for the Prevention of Cruelty to Children. The Fiji Islanders used to cook missionaries and serve them up in

WANTED—A GIRL TO SEW. MRS. J. F.
Sprowl, 199 Pine street.

myalotf

No. 5.

all sorts of tempting dishes. But this advertised idea of sewing innocent girls is quite as unique and fully as atrocious as the Fiji Island escapades, and cannot be too severely condemned.

Hypercritical? Well, maybe I am. But you must remember that "it's the little things that tell"—in everything in all the world, in advertising especially.

◆◆◆
ORIGINALITY.

The effort to be "original" is a common fault of advertising men; the effort is usually so apparent as to defeat the object of the advertising. "Real originality," said a famous writer, "is to say the thing everybody else has said, so quietly and simply that it sounds as if nobody had ever said it." In other words, the greatest effect is usually gained by not striving for an effect at all; which is, in my judgment, the very essence of good advertisement writing.
—Henry P. Williams, Chicago.

TRADE-MARKS IN DENMARK.

In these days of "expansion," and when almost every country on the globe is anxious for American goods, the following concerning trade-marks from Consul J. C. Ingersoll, at Copenhagen, may prove profitable: "I deem it of importance to American exporters to Denmark to direct their attention to the trade-mark laws of this country. Under the Danish law a trade-mark is granted four months from the date of filing the application, but any person having already registered a similar trade-mark in another country may apply here and the mark will be registered in the name of the person to whom such trade-mark has been granted, the registration upon behalf of the Danish applicant being refused. The American manufacturer whose trade-mark has not been registered here runs the risk of having it taken away from him by any unscrupulous person who intends to put an imitation of American goods upon this market. A large firm of English pickle makers has lately been compelled, by reason of neglect in this matter of trade-mark registration, to materially modify its old trade-mark of St. George and the Dragon, because that saint and that dragon had been appropriated by a Danish firm making a liquid dentifrice. The popularity of American goods in this country grows daily, and American manufacturers will avoid much trouble and expense by registering without delay."—*Farm Machinery*.

◆◆◆
FULFILLS ITS MISSION.

Nobody will deliberately throw away a handsome thing, not right away, whether he thinks he really wants it or not. Thus it is that the successful booklet misses the waste basket and scores its first point. Pretty soon, if the booklet deserves it, somebody is showing it to somebody else, somebody gets interested in the subject the booklet presents, somebody sends an order, and the booklet has fulfilled its mission.—*Hollister Brothers, Chicago*.

◆◆◆
THE THREE ESSENTIALS.

The three essentials of good advertising may be enumerated briefly as follows: 1. Having something to say. 2. Knowing how to say it. 3. Knowing where to say it.—*The Buyer*.

After September 15th,

THOMAS BALMER

Western Manager Department of Advertising

THE DELINEATOR THE DESIGNER

200 Monroe Street, Chicago.

W. H. BLACK, Assistant.

Increase Your Business

*By Using Newspapers That Bring Results.
The Papers Comprising The*

SCRIPPS-McRAE LEAGUE

will give you more value and better results at less cost than any other list of newspapers in the country. They are patronized by all the progressive advertisers using newspapers in the respective territories. They pay them and will pay **you**. All afternoon

one-cent newspapers, clean and up to date in every respect. When making up your list for Fall business, be sure to place these newspapers among the ones you intend using. The largest circulations at the lowest rates.

Cincinnati Post,	=	=	133,288
Cleveland Press,	=	=	93,096
St. Louis Chronicle,	=	=	54,050
Covington Ky. Post,	=	=	12,828

Rates and sworn circulation statements furnished upon application.

F. J. CARLISLE, General Advertising Manager,

Scripps-McRae Press Association

Eastern Office, 53 Tribune Bldg., New York City.

Western Office, 116 Hartford Bldg., Chicago, Ill.

ITALIAN NEWSPAPERS.

In journalism, as in the other liberal arts, Italy was a pioneer among continental nations. The very word "gazette," the commonest title among Italian newspapers of to-day, reverts to the time, somewhere midway in the sixteenth century, when the government of Venice decided that its occasional bulletins of information, known as *Fogli di Avvisi*, and previously issued for the benefits of its agents, might be converted into a source of revenue and be given to the public for the consideration of a *gazzetta*, a small coin worth perhaps a fraction over a cent and a quarter. Beginning in 1554, various manuscript newspapers were started at intervals in Rome, Venice, Milan and other cities, but it was not until upward of eighty years later that the first Italian printed weekly appeared in Florence, while the first journal which received the distinction of a special title was the *Sincero*, of Genoa, founded in 1648. But beyond the interest which they may possess as mere dry statistical facts, neither these early publications, nor the long line of periodicals which followed them, down to the time of the French Revolution, and indeed well into the present century, are of special import in the history of modern journalism. During the long sway of absolutism and strict censorship, religious as well as governmental, there could naturally be no question of a political press, and the journals which enjoyed the most credit were the privileged gazettes of Milan, Venice, Turin and the other principal cities, which never opened their columns to anything in the nature of a political discussion. Even as late as 1828 the attempts of Italian patriots to found a liberal organ failed, and even the most famous of these experiments, the *Indicatore Genovese*, in which Mazzini made his *début*, and the *Indicatore Livornese*, founded a year later by Guerrazzi, succumbed within a few months. It was this impossibility of attaining anything like

fair and open discussion which led to the formation of a clandestine press; and a considerable number of revolutionary journals were published abroad and afterward smuggled across the frontier and circulated secretly. The most influential of these was doubtless Mazzini's organ, *Giovine Italia*, first issued at Marseilles, and published at more or less regular intervals until 1834; but the *Italiano* and the *Apostolato*, published respectively in Paris and London, also had much to do in determining the trend of public opinion toward Italian unity.

But aside from these clandestine sheets the political press of Italy really dates from the advent of Pious IX. The reform movement which this pontiff provoked throughout Italy, and which soon gained a momentum which took it beyond his control and his desire, had much to do with modifying legislation regarding the press; and in 1846 there appeared in Rome, with his authorization, the first of the truly political Italian journals, the *Bilancia* and the *Contemporaneo*, the latter of which became under Sterbini the organ of the radicals. In the revolution of 1848 the last restraints were swept away, the famous "statute" of Charles Albert specifically providing that "the press will be free, but the law will be empowered to punish any abuse of its liberty." In Turin they were quick to avail themselves of their new-found liberty, although how much power was embodied in the modifying clause, and how effectively subsequent legislation has retained it, was well illustrated two years ago, when, as a result of the Milan bread riots, no less than nineteen Milanese editors were arrested and sentenced to terms of imprisonment of varying lengths. The year 1848 witnessed the founding of a host of journals, many of which, such as Cavour's organ, the *Risorgimento*, Guerrazzi's *Corriere Livornese* or Mazzini's *Italia del Popolo*, are of considerable historic interest; but, unfortunately, they do not come within the scope of the present discussion, since with two notable

exceptions the liberal journals of 1848 have none of them survived.

It is interesting to note that, old as its traditions are, the really influential part of the Italian press is of recent development. The leading papers, such as the *Secolo* of Milan, the *Tribuna* of Rome, and the *Stampa* of Turin, are all the product of united Italy. Within the last ten or twelve years, too, Italian journalism has come to be modeled more or less upon English and American lines, as regards telegraphic intelligence, and it is noteworthy that these costly methods have been adopted in spite of the fact that the established price of the Italian daily is extremely low—not exceeding five *centesimi*—and that owing to the configuration of the country and the strong sectional feeling which still prevails, the circulation in the majority of cases is limited to their respective provinces. A natural consequence of this local pride is that, just as Italy has no one literary center toward which the best writers all gravitate, as toward London or Paris, in the same way she has no single city in which the press is as authoritative as the London or Parisian press. Milan, Turin, Rome and Naples each have several dailies of first importance, while many of the smaller cities have enterprising and well-edited papers, such as the *Resto del Carlino* of Bologna, and the *Gazetta di Catania*, which are extensively quoted.

Of all the liberal sheets of 1848, only one has maintained itself until to-day without change of name or habit: the *Gazetta del Popolo*. It was founded by the publisher, Arnoldi, and edited first by Gorean and later by Giovanni Battista Bottero, a pronounced anti-clerical and staunch champion of the principles which bound together Victor Emmanuel, Cavour and Garibaldi. It was in the period preceding 1870 that the vigorous polemics of Dr. Bottero, in his hot contest with Don Margotti, the editor of the *Unita Catolica* and vigorous champion of the Papacy, that the paper reached its high water mark of

popularity. To-day the *Gazetta del Popolo* is a small-sized, eight-paged sheet, where the larger journals have but four, and its reputed circulation is in the neighborhood of thirty thousand.

The only other surviving journal which started life as a contemporary of Cavour's *Rinascimento* is the *Opinione Liberale*, of Rome. This paper was originally founded in Turin as the *Opinione*, and after being edited for many years by Bianchi-Giovini, who is remembered not only as an editor, but also as the author of an exceedingly tedious life of the Popes in ten volumes, it passed into the hands of Giacomo Dina, who proved himself to be an able expositor of the tenets of the party of the "Right" when they came into power after the death of Cavour. In 1870 the paper was transferred to Rome, and its name changed, and in 1887 it passed into the hands of the veteran journalist, Michele Torraca, who had successively guided the fortunes of the *Pungolo* and the *Diritto*, founded the *Rassegna*, and was for many years the vice-president of the Italian Press Association. The *Opinione Liberale* is to-day the oldest of the liberal-conservative organs, and in spite of its small circulation is regarded as one of the most serious journals in Italy.

Of the other papers published in Rome, the most interesting and the one of most world-wide reputation is the *Tribuna*, which dates from 1883, and under the management of its owner, Attilio Luzatto, has acquired a circulation of one hundred and fifty thousand, a figure exceeded by only one other Italian newspaper, the *Secolo* of Milan. In politics the *Tribuna* is a pronounced liberal; but its chief feature is the excellence of its telegraphic service, which includes special dispatches from London, Paris, Berlin, Vienna and in fact all the large cities of the Continent. In general appearance the *Tribuna* has little to recommend it to the American eye, the typography being poor, while the flimsy quality of the paper on which it is printed is

notable even in a country where the best is nothing to boast of. Two papers which share to some degree the popularity of the *Tribuna* are the *Messaggero* and the *Popolo Romano*. The former, edited by Luigi Cesana, is the favorite Roman newspaper for its local news, and has often been called the *Petit Journal* of Italy. The *Popolo Romano* enjoyed its greatest popularity during the early seventies, when it served as organ of Depretis during the latter's ministry. It still retains a modicum of its former prestige. Two familiar sheets have recently disappeared from circulation in Rome, *Don Chisciotte*, a satirical opposition paper, illustrated with bizarre little *pupazzetti*, which gave it quite a vogue, and the *Fanfulla*, also a political and satirical sheet, which was regarded as an authority concerning court news from the Quirinal, and indeed everything which concerned the royal family. Both of these have recently been consolidated with the *Giorno*. The list of Roman papers may be closed by cursory mention of the *Gazzetta Official*, which was founded at Turin by royal decree, and is published by the minister of the interior, and the *Osservatore Romano*, which is the special organ of the Vatican, and in which are published the Pope's encyclicals and all official acts of the Church.

The principal newspapers of Milan are the *Secolo* and the *Corriere della Sera*. The former is owned by Edouardo Sanzogno, the wealthy manager of the great La Scala opera house, who is best known, at least outside of Italy, as a sort of Mæcenas of Italian opera, and the discoverer of Mascagni, Leoncavallo and a number of lesser lights. He has found time to establish not only the *Secolo*, but half a dozen other papers, and is known as one of the chief popularizers of French literature in Italy, the originator of books and booklets "for the million," the patron of the democratic and popular lyric theater, and in a host of ways a man to whom literary and artistic Italy is much in debt. It is thirty-five years

since Signor Sanzogno, with nine other young men to assist him, founded the *Secolo*. To-day he is said to employ ever eight hundred persons in various departments, while the circulation of the paper, exclusive of the illustrated weekly supplement, has risen to upward of two hundred thousand.

The *Corriere della Sera* was founded in 1876 by Eugenio Torrelli-Viollier, whose able management has made it the third paper in the kingdom, with a reputed circulation of eighty-five thousand. It also enjoys a reputation for its literary department. Like the *Tribuna* and the *Secolo*, the *Corriere* issues an illustrated Sunday supplement. Other Milanese dailies which enjoy considerable popularity are the *Perseveranza*, a moderate clerical organ, which has many adherents among the aristocracy; *Il Commercio*, a political and financial paper of considerable local importance; *La Lombardia* and *Il Sole*. The latter is a purely financial journal.

The three noteworthy papers published at Naples are the *Don Marzio*, the *Corriere di Napoli* and the *Mattino*. The *Don Marzio* is known mainly as the chief organ of Crispi in Southern Italy. The *Corriere* and the *Mattino* possess, in addition to their own journalistic worth, the interest of having associated with them the name of Matilde Serao, who is admittedly the most brilliant, versatile and altogether most gifted woman writer Italy now possesses. In private life Matilde Serao is known as the wife of Edouardo Scarfoglio, a well-known Neapolitan editor. After having for several years worked upon the staff of the *Capitan Fracassa* and the *Fanfulla della Domenica*, they founded at Rome the *Corriere di Roma*, which three years later was transferred to Naples, and by fusion with the *Corriere del Mattino* became the *Corriere di Napoli*. The latter paper is to-day regarded as the most serious paper south of Rome, and is much affected by the aristocracy and the upper classes in general. In 1891 Scarfoglio and his wife founded the *Mattino*, which owes its chief interest to the

sincere literary criticisms and other sprightly articles which she contributes to its columns under the pen name of "Gibus." The only other Neapolitan papers which it is necessary even to name are *La Discussione*, important for its close relations with the Vatican; *Il Paese*, which is an evening paper, and two democratic sheets, somewhat widely read, *Roma* and *Il Pungolo*.

The only other city at all important as a literary center which remains to be discussed is Turin. Aside from the veteran *Gazzetta del Popolo*, which has already been considered at some length, the only noteworthy dailies are the *Stampa*, the *Gazzetta di Torino* and the *Corriere Nazionale*. Of these, the *Stampa* is the only one which can be said to have more than local importance. Under its original title of *Gazzetta Piemontese* it was established in 1867 by Ruggero Bonghi, the aged president of the *Associazione di Stampa*, who for more than half a century was a prominent figure both as a statesman and a man of letters, and whose death, somewhat more than a year ago, was a serious loss to the intellectual world of Italy. At present the *Stampa* is controlled by Signor Luigi Roux, who is known not only as deputy to the Italian parliament, but also as head of the firm of Roux, Frassati and Company, which, next to that of Bocca, is the largest publishing house in Turin. The *Stampa* is a liberal monarchical organ, but contains in addition to its able discussion of current political questions excellent articles on history, political economy and other topics of current interest. Like the *Tribuna* and the *Secolo*, it is distinguished for the excellence of its foreign news. It claims a circulation of more than forty thousand. The *Corriere Nazionale*, which in its present form dates only from 1887, but as the *Corriere di Torino*, and still earlier, the *Emporio Popolare*, goes back to 1873, is a staunch Catholic organ, having for its programme a reconciliation between state and church and the restoration of the former powers of the Holy See. In point of circula-

tion it is the third paper in Piedmont. The *Gazzetta di Torino* comes next, being widely read in Turin for its local news.

The Florentine papers, curiously enough, are of little weight, and of small circulation, with the single exception of the *Nazione*, a thoroughly serious and conservative journal, which boasts upwards of ten thousand readers. It is owned at present by a prominent Florentine lawyer, Signor Barrazuoli, and edited by Giuseppe Mariotti, a novelist of repute and a trained journalist as well, who first made his mark as war correspondent to the *Fanfulla* during the Turco-Russian War.

The only Venetian papers of any account whatever are the *Adriatico*, the organ of the constitutional "Left," widely read throughout the province of Venice, and the *Gazzetta di Venezia*, the oldest Italian paper now in circulation. In its present form it dates from 1805, but tradition says that it originally sprang from the *Gazzetta Veneta* of Gasparo Gozzi, in which some enthusiasts have been pleased to trace a resemblance to Addison's *Spectator*.

Illustrated weeklies of a high class, such as may be compared to the *Illustrated London News* or the *Paris Illustration*, do not seem to flourish in Italy. Practically there is only one publication which is worthy of being placed in this category — *L'Illustrazione Italiana*, of Milan, which is directed by Edouardo Treves, of the firm of Fratelli Treves, the leading publishing house in the kingdom, while the art editor is Edouardo Ximenes, the son of one famous sculptor of that name, and brother of another. In typography and in its literary and artistic standards the *Illustrazione* compares favorably with any similar publication on the continent.

It would not do to dismiss the subject of Italian periodicals without saying a word in regard to the humorous and satirical weeklies, of which there are quite a number. The only one of these which has reached a respectable old age is the *Fischietti*, of Turin, which was founded in

1848, and which still caricatures with considerable freedom the political events of the week throughout Europe. Another Turin publication given over to political satire is *Il Pasquino*, a staunch supporter of the House of Savoy, which is now under the control of Teja, a caricaturist of some celebrity. Other comic sheets are: *L'Asino*, "The Ass," which, as the heading explains, designates "the populace—patient, meek and well beaten;" the *Rana*, of Bologna, a four-page sheet, of which the two central pages are usually occupied by one enormous political cartoon in flaring colors; the *Papagallo*, also of Bologna, and the *Motto per Ridere*, a somewhat vulgar little sheet on the order of the French *Petit Journal pour Rire*. A new humorous weekly, of a somewhat higher class than any of these, was started in Bologna last January under the title of *Italia Ride*, "Italy Laughs." It is devoted to literature, art and social satire, the illustrations are admirably executed, many of them in odd combinations of color, after the poster style of art, and there is a special and often highly effective title-page designed for each issue.

The subject of reviews and magazines hardly comes within the province of the present article, but as there is really only one literary review of such recognized high standing as to place it in the same class as the *Revue des Deux Mondes*, it may be well for the sake of completeness to say a few words concerning it. This is the *Nuova Antologia*, which was founded in Florence in 1866, but is now published at Rome under the direction of Maggiorino Ferraris, and of which up to the time of his death Ruggero Bonghi was one of the most faithful collaborators. At present it has, practically speaking, a monopoly of new works of such writers as Rovetta, Serao, Verga, while Mario Rapisardi, Arturo Graf, d'Annunzio, Panzacchi, Ugo Fleres, Ugo Ojetti and a host of others are frequent contributors. Like the *Revue des Deux Mondes*, it

sometimes has been criticised for its extreme conservatism, but it is doing an inestimable service in helping to maintain a standard in a country where contemporary literature has long been and to a large extent still is in a highly unstable equilibrium.—*Frederic Taber Cooper, in the Bookman.*

WORTH REMEMBERING.

If you tell a man one thing at a time he will be likely to remember it. If you tell him six things all in one breath he will very promptly forget all six.—*Confectioners' and Bakers' Gazette.*

Woman's Life....

is hard enough as it is. It is to her that we owe our world, and everything should be made as easy as possible for her at the time of childbirth. This is just what

MOTHER'S FRIEND



will do. It will make baby's coming easy and painless, and that without taking dangerous drugs into the system. It is simply to be applied to the muscles of the abdomen. It penetrates through the skin carrying strength and elasticity with it. It strengthens the whole system and prevents all of the discomforts of pregnancy.

The mother of a plumb babe in Panama, Mo., says: "I have used Mother's Friend and can praise it highly."

Get Mother's Friend at the Drug Store, \$1 per bottle.

**The Bradfield Regulator Co.,
ATLANTA, GA.**

Write for our free illustrated book,
"Before Baby is Born."

A DELICATE SUBJECT IS HERE SKILLFULLY
HANDLED.

FINDS IT "THE EASIEST THING IN THE WORLD."

Office of
"LEONARD'S ILLUSTRATED MEDICAL JOURNAL."

DETROIT, Mich., Sept. 6, 1900.
Editor of Printers' Ink:

I notice a good many "kicks" about the publication of circulation ratings in the American Newspaper Directory in your paper. I find it "the easiest thing in the world" to get a publication of the circulation of my journal. In no time, that I can recall, have my figures been changed by the editor of the Directory, when I have taken pains to send them in. Once I overlooked his request, and so got "docked" for my own remissness. Since then I have been accustomed to ask my foreman, "How many run this issue?" I put his reply down on a slip of paper. When the Directory request comes in, I copy these replies on a letter, add them up for a year, divide by 4 (my journal is a quarterly), sign my name, and send it on. Never once when I have so done has there ever been a quibble from the Directory publishers. In about three days I get a postal card stating that my returns were received and appeared satisfactory. In due time my claims for a circulation have had a satisfactory appearance in the Directory. I expect to see a credit of over 15,000 in the next issue, as I have been gradually increasing the yearly average. Yours truly,

C. HENRI LEONARD

DRAMATIC.

BOSTON, Mass., Sept. 7, 1900.

Editor of Printers' Ink:

James O'Neil, the actor, and his backers, Liebler & Co., of New York, are using half-pages in the daily papers to advertise the new spectacular production of Monte Cristo, which opens at the Boston Theater, Sept. 17. The thing is carefully gone into, considering space being used in the ads and in press notices in describing the cast, and the details of the production. But by far the best portion of the advertising is the delicious "jollifying" of the Boston theater-going public with shrewdly worded paragraphs in the half-page announcements, appealing to their vanity as dramatic connoisseurs. This is a sample: "In selecting Boston as the city in which to make the opening presentation of their elaborate and truly magnificent revival of Dumas' great masterpiece, Messrs. Liebler & Co. had not only regard for the vast number of theater-going people to whom they could appeal, but for the wise discrimination, unbiased judgment and keen appreciation so characteristic of that people—the firm faith that a production having the merit will lack neither for consideration nor patronage at the hands of Boston or its environments."

F. N. HOLLINGSWORTH.

THE advertiser of a flesh reducing remedy lives on the fat of the land.

IT WAS GOOD.

Office of
BARNHART BROS. & SPINDLER,
Type Founders and Electrotypers.
CHICAGO, Sept. 1, 1900.

Editor of Printers' Ink:

We want to congratulate you on your nice discriminating article in the Aug. 15th number by Blennerhasset Jones. While we might dissent from some of his judgments as to the superiority of faces, notably his valuation of the Plymouth and Plymouth Italic faces, which we believe is recognized by printers generally as far superior to all the imitations, our full series was out earlier than that of any other house, so that we did not follow but led. The sale of Plymouth keeps up enormously; we do not hear about other faces. Mr Jones did a good job however in the article.

Yours truly,

BARNHART BROS. & SPINDLER.

POSSIBILITIES SUGGESTED.

NEW YORK, Aug. 29, 1900.

Editor of Printers' Ink:

This ad appeared under the head of "Engagements" in last Sunday's *Herald*:

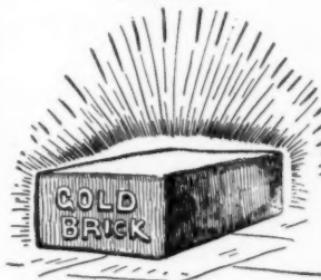
ZABINSKI — YUSKEVITZ.—REBECCA ZABINSKI, of New York, and BOLOSSY YUSKEVITZ, of Birmingham, Ala., inventor of the Gladiator suspender buckle. At home at the cottage of Isadore Zabinski, Arverne on the Sea, Sunday, September 2, 1900. No cards. Port Jervis papers please copy.

Does it not suggest unlimited possibilities? Yours truly,

B. W. HUEBSCH.

SOME kind of a tasty circular ought to go out of the store in every letter and with every bill. In fact, no opportunity for presenting the merits of your wares to your customers, or to prospective customers, should be lost. There are hundreds of opportunities for a bit of good advertising, which most men allow to go by without dreaming of it.—H. L. Goodwin.

STEREOTYPED ADVERTISING PHRASES.



SENT TO OUT-OF-TOWN CUSTOMERS PREPAID
ON RECEIPT OF PRICE.

NOTES.

THE October issue of the *Inland Printer* will be a special "Photo-Engravers' Number." The issue is intended to commemorate the marvelous advances made in the photo-engravers' art in America, and to this end it will present examples of the best photo-engraved work by the leading firms of this country.

COUNTRY sojourners, returning to the city, are finding that their letter boxes have been stuffed with circulars during their absence. It is difficult to understand why merchants will persist in a mode of advertising that is not only against the law, but merely serves to irritate those whom it is intended to reach.—*New York Herald*.

A CORRESPONDENT writes: Frederick J. Sampson, of N. W. Ayer & Son, of Philadelphia, has accepted a position with the Hungerford & Darrell Advertising Agency, of Baltimore and Washington. Mr. Sampson has had extensive experience in all branches of advertising, and among some of the "copy" prepared by him, which has attracted wide-spread attention, may be mentioned Hires' Root Beer, Washburn Crosby Flour, Lewis Shoes, "Uneda" products, Eiffel Tower Lemonade, Patton Paints. As an originator of crisp and result-bringing advertising matter and schemes, Mr. Sampson has been widely successful.

A BOSTON correspondent writes: The Commercial Cable Company is advertising largely in the coast town papers situated near its cable termini, offering to reimburse owners of vessels for the loss of anchor fouled with its cables, and warning them that it is a punishable offense, under the Federal Statutes and international laws, to willfully break or injure a submarine cable. Masters of vessels are requested in the ads to use all possible precautions against this, and cites an instance of the company's winning a suit against a schooner, receiving damages in the sum of \$5,000 for the cutting of a cable which the schooner fouled, the master of the vessel doing this rather than lose his anchor and send in a bill to the company.

W. C. PEFFERS, the liveryman, will

put into operation a novel plan of advertising commencing with Monday's issue of the *Evening News*. Mr. Peffers' space in that issue of the paper will contain the first installment of the alphabet in rhyme. The advertisement will be changed twice a week and each will be another letter in the alphabet. Each letter will be at the head of a short verse advertising Mr. Peffers' business. As an incentive to the school children of Danbury to cut these verses from the paper and preserve them in souvenir form, Mr. Peffers promises the boy or girl who most artistically arranges the verses the use of the largest four-horse carryall in his stable for an entire afternoon at the end of the contest. The successful one may invite as many little friends as the carryall will hold and entertain them with a ride wherever he or she wishes. A committee of disinterested persons will be judges of the contest.—*Danbury (Conn.) Evening News*.

F. N. HOLLINGSWORTH writes: The Moxie Nerve Food people are on the warpath after imitators, and it is said that they have the best combination of legal talent that it is possible to procure and the best organized force of investigators, including men and women in all walks of life of any concern that caters to the public. On Aug. 27 a case of more than usual interest was decided in the United States Circuit Court, in which an order was issued for the destruction of the imitating goods. A perpetual injunction was obtained, which reads in part as follows, against the American Non-Tox Co., of Boston: You shall not expose, offer for sale, sell or distribute any liquid as or for Moxie, or Moxie Nerve Food * * * or in any bottle resembling the bottle of the complainant as to deceive or be liable to deceive purchasers thereof, etc., etc. You shall forthwith surrender to the complainant or its agents for immediate destruction as goods imitating and infringing upon the goods of the complainant, the supply of Non-Tox bottles, whether full or empty, in your possession."

WHEN old advertising methods cease to bring results, it's time to adopt new ones.

AT
THIS
OFFICE

10 SPRUCE STREET,
NEW YORK,

The Geo. P. Rowell
Advertising Agency

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

"FLY" POSTING.

A "fly-poster" is a gentleman who sallies forth at night with a paste-pot, a brush and a bundle of bills. He is employed by a theatrical manager, a tradesman, newspaper proprietor, or other person who wishes to advertise his wares in a novel and striking way. It is upon places forbidden to advertisements that it is his business to besmirch with them. Upon doorsteps, front doors, statues and public monuments he sticks his wares. To catch the fly-poster himself is not easy. His life is spent in evading the minions of the law. No one knows where he lives, his name is a hidden quantity; he escapes, and is not.

One morning Lord Rosebery's butler found pasted under the letter-box of the earl's house in Berkeley Square a brightly colored placard announcing the forthcoming publication of a penny weekly paper "devoted to the drama, music halls and sport." Soap and water eventually removed it, but not until it had been surveyed by an interested crowd of passers-by.

One bright summer's morning the keepers of one of our famous London parks, upon going to open the gates, found that the iron railings were stamped for a hundred yards on each side of the gate with a pleasing abjuration in white to buy "——'s" chocolate.

A year or two ago a certain company was on a tour in the provinces. At the time the manager was a certain genial soul not unknown to journalism. He engaged the king of the fly-posters to accompany him on his travels. This gentleman was marvelous in his resources and rapid in his actions. His two greatest efforts are still preserved in the annals of fly-posting. At that time Plymouth, the "Queen of the West," had just provided itself with a town clock, a gorgeous erection, which was the joy and pride of the townspeople. Strangers were brought to see it—the West was agitated, the garrison itself was gay.

The company came to Plymouth, and the fly-poster saw his great, his memorable chance. Late one stormy night, when the wind howled over the sound and flung a sonorous voice from Drake's Island to Rame Head, the paste-pot and the bills of the play were carried to the square. A ladder was in waiting, the policeman on his beat was watched out of sight, and the deed was done.

Plymouth was excited next morning, and the theater was full next night.

But enterprise itself can over-reach its own endeavor. The fly-poster, having less taste than eagerness, "came a cropper" in Exeter City. He came one morning to the Genial Soul, who tells the anecdote with an air of pride not unmixed with apprehension.

"Drive 'round by the cathedral, sir," said he, "and I'll find you a bit of oil right."

This the Genial Soul straightway did. To his horror he saw that the very doors and gateposts of that august building were covered with advertisements of his performance.

An apology was at once printed and

circulated, but the theater was empty all the week.

The fly-poster returned to London that night, that he might recount his triumphs to his Fleet street friends.—*London Exchange.*

WATCHED FOR.

In nearly every town there is usually a merchant whose advertising is read day by day and week by week, year in and year out. He may not have much to say, but he says it in a way to command attention. He has the "sense of news," and has caught the trick of telling his story so that people look for it. If he is a business man as well, he is usually the successful man of the town. The same is true of the national advertisers who have for years injected an element of personality into their announcements—Sapolio, Pearline, Ivory Soap, Royal Baking Powder and the rest.—*Advertising Experience.*

OFTENTIMES.

Oftentimes a page cannot be used to better advantage than to place a small amount of reading matter in the middle and leave a wealth of white space all around it. Such an advertisement is always sure to attract attention, when a page entirely filled with type may be overlooked.—*Boots and Shoes Weekly.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVERTISEMENTS for the EVENING POST, Charleston, S. C.

WANTED—Situation by newspaper artist. Address GEORGE A. DEW, Wauseon, O.

A DVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

POSITION as manager for daily or weekly by exp. man, or would lease established paper. HENER, 339 East St., Allegheny, Pa.

WANTED—To lease or buy the city circulation of some progressive daily. Change desired by Nov. 1st. "BUSINESS," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent rep'res, editors & adv'g men to publishers. 15 Cedar St., Springfield, Mass.

A DVERTISEMENT designer and illustrator of ability wishes position. Understands composition, press work and estimating. Address "E. H. W." Brandon, Vt.

TELEGRAPHIC news service for afternoon dailies. Reliable, complete and within reach of every publisher. Address "MANAGER," Post-office Box 234, New York.

WANTED—To sell at low figure a growing farm paper property ~~with~~ with double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

ORIGINAL, practical ideas for increasing circulation of daily newspaper. Will use several if different. Address "to open negotiations," "MANAGER CIRCULATION," Printers' Ink.

WE want a rattling good advertising writer on general topics to devote a portion of each day in our office. Must have ideas and a quick thinker. "W. CO." care Printers' Ink.

A DWITER with experience and can prepare a snappy, eye catching, convincing ad, will entertain proposition from Eastern dept, store or first-class house. Best references. "H. W." care Printers' Ink.

WE want an advertising solicitor who can get business under particularly favorable conditions. An excellent opportunity in a progressive agency for rapid advancement. Give particular state salary and experience. Confidential. THE WHITMAN CO., 116 Nassau St., New York.

SUBSCRIPTION EXPERT WANTED To take charge of the subscription department of a high-class engineering journal, the foremost in its field, with a world-wide circulation, which can be steadily and greatly increased. Some technical knowledge of engineering, with ability to prepare effective prospectus matter, are essentials to success. Fine opportunity for the right man. State experience and salary expected. "ENTERPRISING," care Printers' Ink.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

COIN CARDS.

\$3 per 1,000. Less for more; any printing.



ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE BEST, a labeler, '99 pat., is only \$12. REV ALEX. DICK, 43 Ferguson Ave., Buffalo, N.Y.



HALFTONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.



PENS.

EFSEY FALCON PENS will not tire the hand. They wear a long time. Gross \$1, sample box 10 cents. THE PAUL CO., Red Bank, N.J.



SPECIAL REPRESENTATIVE.

H. D. LA COSTE, 38 Park Row, New York, special representative for leading daily newspapers.



SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire us? THE MEN OF LETTERS ASS'N, 665 Broadway, N.Y.



ADVERTISING AGENTS.

WANT ADS—3 lines in 15 largest Sunday papers you name, \$5; 25 largest, \$7.50; 50 largest, \$14.50; 100 largest, \$25.00. Ads mailed. HUNTERFORD & DARRELL AG'CY, Balt., Md.



PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

PREMIUMS—if you are using or going to use guitars, mandolins, banjos, etc., or any goods of a musical nature send our catalogue and prices. We can give you some valuable suggestions and save you money. A. O. & E. C. HOWE, Manufacturers and Jobbers, 904 Bay State Eddg., Chicago, Ill.

WINES.

THE government, in its efforts to establish a pure food law, analyzed 14 brands of champagne, foreign and domestic, and the Brotherhood champagne was the one pronounced the best. You can taste it free or a case of the wine for \$12. C. E. SWEZEE, with Brotherhood Wine Co., New York City.

♦♦♦

NEWSPAPER METALS.

METAL FLUX makes linotype and stereotype metal run smooth and without blowholes; also saves metal. Send for free sample. AM. METAL FLUX CO., Detroit, Mich.

MAYBE the stereotype, electrotype, linotype, or monotype metal you've been using exactly meets your requirements. At the same time there may be reasons why you'd rather buy of us. Then let us have a sample of your metal for analysis and we'll duplicate it to a dot. E. W. BLATCHFORD & CO., Clinton & Fulton Sts., Chicago. "A Tower of Strength."

♦♦♦

NEWSPAPER BARGAINS.

\$3,500 BUYS a good paying weekly property in Delaware—\$2,500 cash, balance on easy terms. A quick turn.

Dailies and weeklies in 28 States. Send for my ad list. Any reliable properties for sale. "David" knows about them. What do you want?

Wanted—clients—reliable daily and weekly properties in the East and West.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

♦♦♦

FOR NEWSPAPER OWNERS.

RELIABLE business builders, circulation and advertising managers, and men for different departments. Strict confidence. C. F. DAVID, Abington, Mass.

♦♦♦

ADDRESSES.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrah, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily or expert copy. Prepared for any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42d ST., N.Y.

♦♦♦

FOR SALE.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

FOR SALE—Leading Democratic daily and weekly in strong Democratic county. County and State job printing. Influential in Mississippian politics. Good circulation, good field, good advertising and job patronage. Material will in voice \$7.00. Will sell plant and good-will for \$10,000, half cash. "KLONDIKE" Printers' Ink.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 50 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

TWO newspaper bargains: A daily and semi-weekly Democratic paper with splendid circulation and commanding Democratic patronage, in strong Democratic district. Latest equipment to suit machinery; worth ten thousand dollars, one half on time.

A small Democratic weekly, only paper in town, for \$500 cash. Address "KILROY," care Printers' Ink.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued December 1, 1900. Price, five dollars. Send free on receipt of price. GEO. P. BOWKEL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTE; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, \$10,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

TOOKIE'S LYCEUM (monthly), Rockport, Ind. Cir. 5,000. Ads \$5 line; sub. \$5. yr. Sample 3c.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union—every province of Canada. Try it.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 4,500, sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 24th.

A WEB perfecting press, Linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

B LOTTERS. MAIL CARDS. New designs each month. No charge for cuts. You only pay for the printing, and not much for that. JOHN T. PALMIERI, Philadelphia.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,000 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

THE LOAMI RECORDER solicits ads from all reliable advertisers. The RECORDER is an independent country newspaper, just recently established, and has a growing circulation. Sample copy and advertising rates cheerfully furnished on application. J. E. WALKER, Editor and Publisher, Loami, Ill.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. BOWKEL ADVERTISING AGENCY, 10 Spruce St., New York.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N.Y.

ADVERTISING NOVELTIES.

TRICYCLE delivery wagons, \$25. Write us today. ROADSTER SHOPS, Camden, N.J.

\$500 in genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

FOR the purpose of inviting advertisements of Advertising Novelties, "Flier" will be inserted under this head once for one dollar.

BUSINESS OPPORTUNITIES.

CLASS paper. Rapidly developing field. Business at present \$66 monthly. Large profit in near future. For sale on account of embarrassment of owners in other lines. Buyer should have \$5,000. EMERSON P. HARRIS, 150 Nassau St., New York.

If you can buy a publishing business to better advantage through me than direct from the owner, it is worth your while to know it.

That you may be able to do so is fairly evident from the number of prominent publishers who buy of me.

To find out will cost you nothing. Just let me know what you seek and how much you are prepared to pay down. EMERSON P. HARRIS, 150 Nassau St., New York.

ADVERTISEMENT CONSTRUCTORS.

ADS that bring business. Write. H. L. GOODWIN, 57 Chestnut St., Malden, Mass.

TRIAL ads, \$1. Advice on business subjects, \$25. FRANK B. WILSON, Kenton, O.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

DR. LONE SUMY TOOKIE, Rockport, Ind. Writes and prints catchy ads. Hot. Cheap.

ED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bkly.

MEDICAL advertising written, illustrated, printed. M. P. GOULD, New Haven, Conn.

TAILERS' store papers that draw trade. Free sample. WOODHOUSE, Trenton, N.J.

MY cash with order bargain propositions still hold good. See last issue. ROLLIS COHN, 253 Broadway, New York. (Formerly Chas. Austin Bates' assistant writer.)

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, piquant and, and are profitable at the price. JACK THE JINGLER, 10 Spruce St., N.Y.

LUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

BOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographic display. I have charge of the research department of PRINTERS' INK. No other man in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

S. If you are a medical or medicine advertiser and wish to have your commercial or publicity matter that will create a demand for your services or medicaments, I believe I can be of service to you. I am a medical ad specialist. I have taught practical branches in medical colleges for years; live "next to" the second largest medical library in America; have access to and should be in touch with up to date medical ideas. Will prepare any medical print, from a business card to an extensive treatise. Correspondence invited.

ELIJAH COVEY, B. Sc., M. D., Rubel Bldg., 185 Clark St., Chicago, Ill.

een Now the Limit.



On Thursday, August 30, H. L. Goodwin, Malden, Mass., sent his order for 2 lines, classified, one year, at	\$26.00
On Saturday, September 1, the Brockton, Mass., <i>Enterprise</i> sent its order for 2 lines, classified, one year, at	\$26.00
On Friday, August 31, Wm. Woodhouse, Jr., Trenton, N. J., sent his order for 2 lines, classified, one year, at	\$26.00
On Saturday, September 1, The Georgia Marble Finishing Works, Canton, Ga., sent their order and check for 4 lines, classified, one year, at	\$52.00
On Wednesday, September 5, Hollis Corbin, adwriter, 253 Broadway, give his order for 520 lines of classified advertising, to be used in one year's time, guaranteeing to use some space in every issue and to average 10 lines space, total cost.....	\$130.00

Each of the above will have their advertising appear in all the remaining issues of PRINTERS' INK during 1900— gratis.



In the seventh week of the quail offer the following orders were received :

Atlanta, Ga., Southern Star, R. D. Barker, 2 lines, classified, at	\$26.00
Hungerford & Darrell Advertising Agency, Baltimore, Md., 4 lines, classified, at	\$52.00
S. F. Myers Co., New York City, Jewelry Dealers, 6 lines, classified, at	\$78.00
Fernald's Exchange, Springfield, Mass., 3 lines, classified, at	\$39.00

In consideration of these orders the same sized advertisement will receive free insertions in all the remaining issues of 1900.

10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to have from five hundred copies to 4,500, or a larger number, at the same time.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of adver. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUD-
GATE HILL, E. C.

NEW YORK, SEPT. 19, 1900.

THE road to ruin is kept in good repair at the expense of merchants who do not believe in advertising.

FEW realize how near they are to death's door until they read the contents of a patent medicine almanac.

THE ranks of the papers that allow only decent advertisements into their columns appear to be constantly increasing.

THE advertiser who is possessed of common sense and persistence need not regret too greatly the lack of other desirable qualities.

THE business announcement that is crude but profitable will find more advocates than the one that is artistic but unprofitable.

To say what one desires others to know in words that those others can not fail to understand, is the very sublimation of goodadvertising writing.

CONCENTRATING one's efforts on one article, and on proclaiming the one overwhelming merit of that article, appears to have produced success in many instances.

A CYNICAL correspondent writes:

A man will give up a dollar for a 50-cent article he wants, and a woman will give up 40 cents for a 50-cent article she doesn't want.

ADVERTISING that doesn't advertise is the easiest kind to do.

THE advertising expert appears to hold his own in spite of the poor opinion of him apparently held in some quarters.

THE real difference in men is not in want of opportunity, says Ingalls, but in want of capacity to discern opportunity and power to take advantage of opportunity.

IN most communities there is one newspaper by which the majority may be reached. To reach the small remainder one would find it necessary to use all the rest.

Two lines—a cross—over a small advertisement, giving it the appearance of having been crossed out, seem to be as effective to-day in drawing attention to the announcement involved as ever.

ONE does not know what an excellent journal for retail advertisers the *Advertising World* of Columbus, Ohio, is, until one reads it. And when one gets into the habit of the paper "grows on one" with every issue.

THE more people believe in the business announcements they read, the more profitable will advertising become. The dishonest advertiser does much to destroy this confidence, with a little temporary benefit to himself perhaps, but a permanent detriment to advertising in general.

A CORRESPONDENT of the N. Y. *Times* copies from the *Journal of Montreal*, the organ of the French-Canadian conservatives, the following samples of thank-announcements that are plentiful in the French papers of Canada:

PERSONAL.

THANKS—I thank St. Expedit for having been the means of my securing a contract with promise of publication. Address yourself to Him.

THANKS—Health restored through the intercession of the Holy Virgin and the accomplishment of the seven stations of Holy Thursday.

THANKS to the Holy Virgin, to St. Anthony, and to the Souls in Purgatory for position obtained, with promise to publish.—A. L.

WHERE the pictured jokes among the advertisements in the back of a magazine are in the nature of a "continued story" are not the advertisements between the parts of the story generally overlooked in the eagerness to get to the next picture?

PROBABLY the most abused word in advertising is the little one—"very." To say a thing is good, or sweet, or pretty, or cheap is, in nine cases out of ten, as effective as when the adjective used is preceded by "very." To give the word a rest would be an excellent—we had almost said "very excellent"—reform.

To advertise to supply a panacea to persons who are ill appears to be the mail order advertising that is most prolific of replies. Between the date of the fraud order against him, and the time he pleaded guilty to using the mails for fraudulent purposes, a Boston "divine healer" received 32,600 answers, the majority containing five dollars each.

THE *Mail Order Journal* calculates that there are 170,000 advertisers in the United States, of which about eight or ten per cent are mail order or general advertisers. Conclusions are arrived at as follows:

According to the American Newspaper Directory, there are published in the United States 2,200 dailies. Taking an average of fifty advertisers to each daily (dry-goods firms, clothiers, shoe dealers, furniture dealers, banks and bankers, railroads, insurance and real estate men, hotels, doctors, lawyers, etc., of whom even small cities contain a good number), there are 110,000 local advertisers using dailies.

The different co-operative lists supply about 7,500 weeklies. Figuring only five advertisers to each weekly, there are at least 37,500 local advertisers using local weeklies. There are about 3,000 all home-print weeklies, in which at an average at least five advertisers are represented. This means 15,000 more local advertisers.

An advertising agent who keeps careful track of all advertisers in mail-order monthlies and possesses their addresses, which he has collected since 1893, assured us that he has 14,800 names of mail-order advertisers on his books. A good many of these have, of course, disappeared, while others have always been advertising under different names. There is, however, at least one-half of them that are in existence, using either all papers all the time or only a few papers at a time.

BOYCOTT BROUGHT BUSINESS.

"I make a practice of 'keying' all my advertisements," said a tailor the other day. "That is, I ask each man who comes into my shop where he saw the advertisement, if it was an advertisement, that led him to come to my place. I have found out that besides my newspaper advertisements there is another thing that is bringing me trade, and it is not my loving friends, either, but some very bitter enemies.

"You know about the strike I had some time ago and how the union posted boycott cards against me? Well, yesterday a man came in and left an order and when he was about to leave, as usual, I asked him what brought him here.

"Your posters," said he. "I've been seeing them every day, in saloons, on sidewalks and stuck upon trees and tree boxes. Yours are the only ones I have seen and your name kind o' stuck in my head. So when I happened by here, needing something in your line, I dropped in."

"I've no posters out," said I, and then I remembered the boycott stickers. "Are you sure they weren't labor union cards declaring a boycott?" I asked him.

"I didn't notice," he replied. "All I saw was your name in big type, the rest I failed to read."

"Well, it was the boycott stickers."—*Kansas City (Mo.) Star.*

HELPED THE TELEPHONE.

There are few, if any, enterprises that cannot be benefited by judicious newspaper advertising. The president of a Western telephone company says: "I thought my business had nothing to gain by advertising, but I was challenged by a newspaper man to try it for a year, he to write the ads. At the end of that time we found the increase of subscribers was unprecedented, and a large proportion of the new patrons said the persistent calling of attention to the advantages of the telephone caused them to have the instrument put in. An insurance man and a banker told me they had the same experience."—*Portland (Me.) Globe.*

THE OLD WAY.

There was a dry goods merchant in the town in which I began my career as a publisher who changed his advertisement only once in the four and a half years that I conducted the paper. He apologized then for causing me trouble!

That was the old way—an extreme case, but a fairly illustrative one—of advertising. The merchants used to contract for iron-clad spaces, and fill them with "standing advertisements," or advertisements that literally stood. Conditions have changed since then, and for the better.—*Great Barrington (Mass.) Berkshire Courier.*

KEEP your trade-mark, or name-plate, or type-style, or something to establish your individuality the same in every ad, circular or booklet you put out. In this way your announcements will become recognized by the public as old friends.

ARTHUR PEARSON'S ADVANCE.

In 1884 a dark-haired, near-sighted lad of eighteen might have been seen cycling rapidly thirty miles from Drayton, near Bletchley, to Bedford. He carried in his pocket the newly-issued number of *Tit-Bits*. The moment he arrived at Bedford he made for the county library, and for the rest of the day remained immersed in dictionaries, cyclopedias, gazetteers, and all the other storehouses of condensed literary pemmican which were to be found on the shelves. What he wanted was to obtain the answer to each of 130 questions, propounded at the rate of ten every week, and arbitrarily fixed by the sphinx of *Tid-Bits*. As soon as he had worked his way by the aid of much industrious research through the list of questions, he remounted his cycle and pedalled back across the country to his father's rectory.

This assiduous industry and punctuality were induced by an offer made by Mr. Newnes to the world in general to give the person who most accurately answered the questions published in thirteen consecutive weeks of his journal a situation in his office, with a salary to start with of £100 a year.

Three thousand competitors from all parts of the Kingdom had been engaged in filling in answers to their papers week by week, so that the editor in London had no fewer than 39,000 examination papers to go through before he could adjudicate the winner.

At last it was discovered that Cyril Arthur Pearson had come out top, with 414 marks to his credit. Cyril Arthur Pearson was none other than the dark-haired, near-sighted youth who, in the course of three months, had cycled 780 miles in order to visit the nearest library from which he could obtain the information which was to give him his first step in the ladder of life.

At the age of eighteen, in September, 1884, Mr. Pearson was installed accord'ingly as clerk in the office of Mr. (now Sir) George

Newnes, the editor and proprietor of *Tit-Bits*.

He rapidly won his way into the good graces of his employer. He was industrious, punctual, a demon of energy, who had made up his mind that, having obtained his chance, he would make the most of it. Mr. Newnes appreciated his capacity, but even he was hardly prepared for the ambition of the youth whom he was introducing to the wider world. Hence it was with profound surprise that he received Mr. Pearson's application for the managership of *Tit-Bits* when, six months after his arrival in the office, a vacancy occurred. The young man convinced him that he ought to have the place and he got it, although he was only nineteen years old. Mr. Pearson continued to run *Tit-Bits* for Mr. Newnes until the end of 1889, at a salary of £300 a year. Shortly afterwards Mr. Pearson applied to Sir George Newnes for an increase of salary. Sir George refused, whereupon Mr. Pearson shook the dust off his feet and departed to found *Pearson's Weekly*.

It was larger than *Tit-Bits*, with more liberal inducements to subscribers in the shape of insurance and prizes, but was in all essentials built upon *Tit-Bits'* lines. The paper was successful from the start. When *Pearson's Weekly* entered upon its second year it guaranteed a circulation of 200,000 a week. As attractions to force up the sale of his paper he adopted every expedient in the way of prizes that his busy brain could devise, with the result that the paper steadily, week by week, grew in popular favor. He devised the missing word contests and the circulation went up to unprecedented figures, until the courts declared the contests illegal and he had to drop them.

On July 15, 1893, Mr. Pearson published the first number of the penny weekly entitled *Short Stories*. This achieved considerable success, and is still running; but it was not until the beginning of the following year that he achieved his next great success, when he began the publication of *Home Notes*, a periodical devoted, as its

name implies, entirely to the world of home. This had a great and instant success, and is even now one of the chief sources of revenue to Pearson, Ltd. Out of *Home Notes* twelve months later grew a monthly entitled *Dressing at Home*, and six months later again a similar publication, *Fashions for Children*, which was published at the same price.

In the beginning of the following year, January, 1896, he began the publication of *Pearson's Magazine*, which was issued then, and has continued to be issued to this day, at sixpence net monthly.

At the same time that he started *Pearson's Magazine* he brought out another penny monthly, which grew naturally out of *Home Notes*. It was entitled *Home Cookery*, and the following year he produced three new penny weeklies, the *Sunday Reader*, the *Athletic Record*, and the *Big Budget*, and in 1898 again he brought out his only old-half-penny weekly, *Dan Leno's Comic Journal*.

In June he began the publication of *M. A. P.*, edited by T. P. O'Connor, and then in October he attempted again to realize his old ideal of a three-penny monthly by producing the *Royal Magazine*. This was more successful than *Searchlight*, better illustrated, and largely composed of fiction. In 1898 he started the *Illustrated Weekly News*.

An American edition of *Pearson's Magazine* was started in March, 1899, under the management of C. N. Greig. It was sold at eight cents a copy, but the managers soon found that the odd price at which it was retailed instead of being an aid to circulation as was expected had the opposite effect. A few months later the price was placed at ten cents.

As might be imagined, this continuous creation of new periodicals, monthly and weekly, necessitated the placing of the financial side of the business on a wider basis. In July, 1898, Pearson's business was converted into a limited company, with a share capital of £400,000.

The ordinary stock of 125,000 one pound shares was held entire-

ly by the original members of the firm, Mr. Pearson, Sir William Ingram and Mr. Keary. Fifty thousand 5½ per cent preference shares of £5 each were eagerly subscribed by the public, nor have those who selected Pearson's as a mode of investment had any reason to regret their confidence in the business. The following table shows the amount of profit declared each financial year ending May 31: 1897, £40,874; 1898, £42,649; 1899, £44,998.

Mr. Pearson's latest achievement is the starting in London of the *Daily Express*, which has already achieved, so it is reported, a remarkable circulation. American methods and American machinery are used in getting it out.

—Fourth Estate.

SUCCESS SLOW BUT SURE.

Cumulative results are what make advertising profitable. One should never look for specific results from any one advertisement. It is the "endless chain" which begins with the first purchase that is made, and is extended indefinitely, by one purchaser telling another, and they someone else, that finally results in a profit. Success in advertising is slow, but yet, with a legitimate article, at a fair price, it is an absolute certainty in the end. The thing is not to expect too much at first, and not to commence at all unless there is enough money on hand to fight it out to a finish.

—Advertisers' Guide.

ILLUSTRATED EXTRACTS FROM TESTIMONIALS.



"IT MADE A NEW WOMAN OF ME."

DOGS AS NEWSPAPER CARRIERS.

In Connecticut they are said to have news dogs who regularly perform the service of carrying the newspapers from the trains. On all the Connecticut lines the trainmen throw newspapers off the cars at or near the houses of subscribers who live a long distance from the stations, and in many instances dogs have been trained to watch for the train and get the papers. One dog goes a mile and a half every morning for his paper. It was formerly thrown by the brakeman from the last car, and there the dog always watched for it. Lately the paper has been thrown from the baggage-car. This change did not please the dog. For some time he would bark furiously and wait at the last car before going on his errand. Even now he is not reconciled.

At another place a dog has acted for several years as news-agent for a number of families. The papers are thrown out while the cars are going at full speed, but whether one paper or a large bundle finds its way to the ground the dog never fails to bring it away, making good time back. Another dog, who has become a veteran agent, has grown too old and rheumatic to perform his task. He cannot now get down to the cars, but the work does not suffer; for he has trained a younger dog to do it for him, and his papers are always delivered promptly.—*Youth's Companion*.

THE BEST MAIL BUYER.

When the rural free delivery becomes, as it soon will, a permanent feature of our postoffice system it will make the farmers the bulwark of our mail-order trade. The farmer now spends more pro rata through the mails than does any other class, but not half as much as he would spend if the postoffice was at his door. When he can get his mail once a day and post it likewise, as he will be able to do when he has his rural free delivery, he will, to save time, order his wants by mail and not wait until he comes to town once a week, as has been his custom. The rural delivery will bring the large supply houses to the very door of the farmers.—*Mail-Order Journal*.

A QUESTION OF ARITHMETIC.

The question of quality is easy to determine by examination of a publication itself. The internal evidence is small. For example, if you see a three-cent paper careful in its literary style, thoughtful and conservative in its attitude towards current events, dignified and free from claptrap and buffoonery, you need no expert to tell you what sort of people read that paper. But how many read it? That is purely a matter of arithmetic.—*National Advertiser*.

AN ADVOCATE OF TYPE.

An advertiser ought to reap more from a well-written, plainly-stated, briefly-worded advertisement than he can ever hope to reap from a mere picture.—*W. M. Shirley*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE DAY, New London, circulates one copy to every seven inhabitants of its territory. Prints nearly 5,000 daily.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it, 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

FIFTY-FIVE years old—1899 biggest advertising year yet—record of THE COURIER-GAZETTE, Rockland, Me., twice-a-week. We want your ad if we haven't it already. No other paper can put it before so many readers in our corner of Maine.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Unolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting while open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'd for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

STOCK COMPANIES ORGANIZED.

Book mailed FREE. Working Capital Procured. Corporation Law Bureau, Dept. A, Washington, D. C.

POSTAGE STAMPS.

Persons receiving U. S. 2-cent postage stamps in their business in payment of bills can sell them at 3 per cent discount. C. H. RANDALL, Stamp Dealer, 62 South St., New York. Est. 1868.



If You're in the Dark

as to how to prepare your advertise-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 SPRUCE ST., NEW YORK

BETTER THAN EVER.

Judicious, conscientious editing has made

Sports Afield.

(now in its 14th year) much the most popular magazine of its class in the country. In the Far West, the Northwest, the Pacific Coast and the Dominion of Canada it has a vast field practically all its own. No other outdoor magazine has so sure a hold on the interest of the whole family. If you think we are bragging, send us your address for a free sample copy. Judges of good reading take to it at once. Without exception, every advertiser in SPORTS AFIELD is reliable, honorable, high-grade. No fakers or "Cheap John" schemes are ever admitted into the great Sports Afield Family. Refer to any business house in Chicago, Omaha, Denver, Los Angeles, Seattle.

Advertising Rates:

One inch, \$4; two inches and over, \$3 an inch. Page is standard magazine size.

SPORTS AFIELD,
Suite 1400 Pontiac Bldg., Chicago, Ill.

THE PRESS-REPUBLIC

Is the result of a consolidation of the Springfield, Ohio, **Daily Press** and **The Republic Times**. The combination effected September 8, 1900, is one of the strongest possible, in that it joins Springfield's oldest and most influential daily with one of the newer and most progressive and the one with the largest circulation.

The **Press-Republic** circulation, representing the combined circulation less all duplication of subscription, exceeds 8,000 daily and makes the paper in its new form rank with Ohio's papers of largest circulation.

EASTERN REPRESENTATIVE:
H. D. LaCoste, 38 Park Row, New York.

Springfield Publishing Co.,
Springfield, Ohio.

If Any Man or Concern

Has a good thing to present to the buying public, something that appeals to the good sense and needs of purchasers, no better field can be found than that covered by the Joliet **DAILY NEWS**, with its **weekly edition**, which together have **8,373 subscribers**. The advertiser will have his copy handled intelligently and promptly, and no fuss made over incorrect insertions. It has its own system of checking.

Youngstown, Ohio, Vindicator

DAILY: **10,000** SUNDAY: **10,000** WEEKLY: **9,600**

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York
SPECIAL NEWSPAPER REPRESENTATIVE.

FOURTH LARGEST

The highest authority now credits FARM NEWS with having the **Fourth Largest Proven Up-to-Date Circulation** of any agricultural paper published.

FARM NEWS

has among its contributors the best known agriculturists of the day. Circulation has been growing rapidly and solidly as a result of progressive methods and heavy advertising during the summer.

Guaranteed Minimum Circulation 100,000 per issue.

Ask any agent about FARM NEWS. **October Issue** will go to press September 20 and will be the second of the Special Fall Editions that are the finest ever published by FARM NEWS. Rates are still based on only 80,000 circulation. No cheaper or better agricultural or mail order advertising can be found.

CHICAGO OFFICE,
1113-1114 Manhattan Building.

THE AMERICAN FARMER CO., Publishers,
Springfield, Ohio.

The Evening Journal

OF JERSEY CITY, N. J.

Goes into over 13,000 families in Jersey City, and is a guest in over 80 per cent of the English-speaking households in the city.

Average daily circulation in **14,486** Average daily circulation for three months ending **15,140**
1890. March 31, 1900.

"We have received very good results from FARM NEWS and do not wish to lose an issue."—From an advertiser after several months' service.

FARM NEWS

IS PAYING ADVERTISERS AND PLEASING SUBSCRIBERS.

Guaranteed Minimum Circulation, 100,000

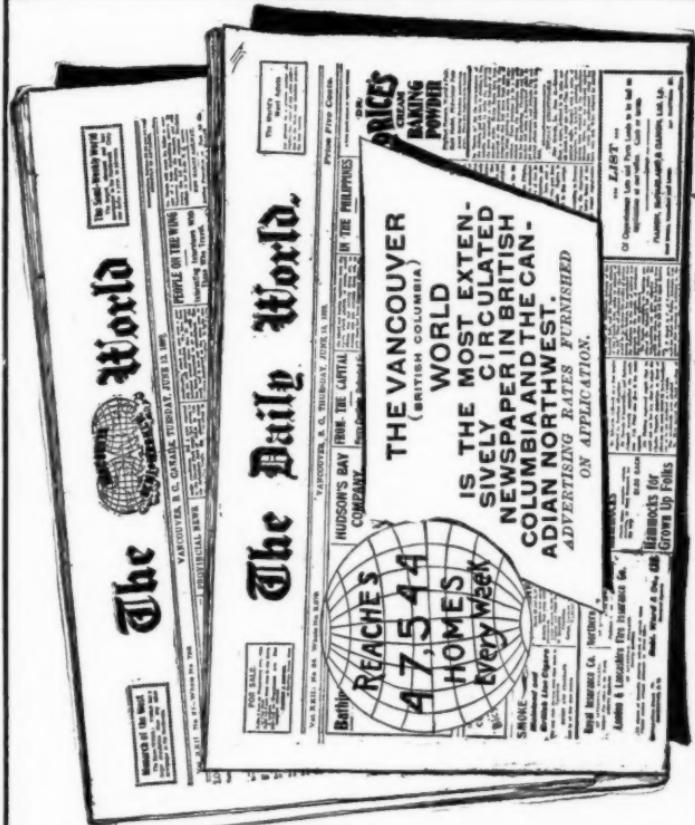
Rates have not yet been advanced and are based on only 80,000 circulation. Every reader is an interested one. There are not 100,000 better rural homes in America than this number to which FARM NEWS goes regularly each month, with its up-to-date suggestions and information. No better agricultural advertising in America at the same cost. Ask your agent about FARM NEWS or write us.

Western Office:
1113-1114 Manhattan Bldg., Chicago, Ill.

THE AMERICAN FARMER CO.,
SPRINGFIELD, OHIO.

VANCOUVER, BRITISH COLUMBIA.

THE MOST PROGRESSIVE AND PROSPEROUS CITY IN THE CANADIAN OR AMERICAN NORTHWEST.



THE CITY OF VANCOUVER IN 1885 WAS NOT IN EXISTENCE. TO-DAY IT CONTAINS A POPULATION OF CLOSE UPON 40,000. IT IS THE HALF-WAY HOUSE BETWEEN THE ORIENT AND THE OCCIDENT; THE HOME PORT FOR THE EMPRESS LINE OF JAPAN-CHINA AND VANCOUVER-AUSTRALIA LINE OF STEAMERS (THE MOST SUPERB VESSELS UPON THE PACIFIC OCEAN), AND THE PACIFIC TERMINUS OF THE CANADIAN PACIFIC RAILWAY.

THE general advertiser who would speak to the practical farmer must speak through

PRACTICAL FARMER.

THIS old reliable weekly visitor may be compared to well-seasoned wood on the hearthstone, not a bunch of matches and splinters to flash and expire, nor a ponderous back log to smoke and smoulder, but the kind that *boils the pot for dinner.*

"We keep a careful count of the cost per reply resulting from our advertising. This account for the year ending March 1, 1899, shows that the replies received directly from the P. F. have cost us 18 cents each, while the average cost per reply from all papers was 46 cents. This is an exceptional showing, being the lowest cost per reply of any weekly used by us."

KAYSER & ALLMAN, Philadelphia, Pa.

Sworn statement of circulation for one year
shows an average of

**38,129 COPIES PRINTED
PER WEEK**

Only one rate. If interested, write.

THE FARMER COMPANY, Philadelphia.

The farmers' purchasing power in 1901 will be larger than ever before.

Editorial from Metropolis, Jacksonville, Fla., July 31, 1900.

1,742,649.

We would like to have the ear of the merchant just a moment.

You have goods to sell. We have space to sell.

If you buy our space, it insures that you will sell your goods, if there is a market here for your goods.

What do we sell? Listen.

During the year from July 1, 1899, to July 1, 1900, the Metropolis printed 1,742,649 copies, making a daily average of 5,603. Was your business represented in this vast circulation? If not, whose fault was it? Certainly not ours, and certainly not the price, for the cost is a mere trifle compared to the results.

Again, during the six months closing on the 31st of December the Metropolis printed 759,830 papers.

During the six months ending June 30, 1900, the Metropolis printed 982,817 copies—nearly a level million.

That is to say that this newspaper printed and sold 222,987 more papers during the first six months of this year than during the last six months of last year.

Now about your ad. If you had an advertisement in the Metropolis during the last half of last year, it would have cost you exactly the same as the first half of this year. That is your gain, because we are awfully good-natured. That is, you got 222,987 circulation for nothing.

Have we got the circulation we claim?

Ask any one who knows.

Better still, come and see for yourself.

The average for the twelve months ending June 30th was 5,603, but we are printing lots more papers than that now. Come and see if we are not.

No merchant knowing our circulation could be kept out of the Metropolis, and—

Every merchant ought to keep his business before the public.

AVERAGE DAILY SWORN CIRCULATION

For the six months ending June 30, 1900, is

6400

For advertising rates apply to

E. KATZ ADVERTISING AGENCY,

230 to 234 Temple Court Building,
NEW YORK CITY.

317 & 319 U. S. Express Building,
Special Agents, CHICAGO.

Getting Careless.



VETERAN of the civil war was explaining at a camp fire about the bullet in his face, received at Bull Run. "Bull Run!" exclaimed a hearer, "how in thunder did you get hit in the face?" "Oh!" replied the veteran, "after I'd run about ten or fifteen miles I got kinder careless and looked 'round."

Many advertisers get careless and look around. The right way and only way is to keep faced toward the objective point. The objective point in advertising is the goal of success. You won't attain it by getting careless and looking around. Success lies straight ahead of you. The road to it lies through the advertising columns of **COMFORT**, the only people's paper in the world that reaches over Six Million Readers every edition.

Flat Rate after October 15, 1900.

W. H. GANNETT, Publisher, Inc.,

Augusta, Maine.

411 John Hancock Building,
BOSTON, MASS.

707 Temple Court,
NEW YORK CITY.

1635 Marquette Building, CHICAGO, ILL.

The Buffalo Review

IS THE ONLY NEWSPAPER IN BUFFALO

that has a double value to its readers. The general public wants it for its complete foreign and local news; the business public reads it for its exclusive features. The only newspaper publishing New York *Sun* telegraph news; the only newspaper publishing county transcripts and court calendars.

COMPLETE, ENTERPRISING,
FEARLESS,

Largest 2-cent circulation. Reaches the representative people of Western New York. Best medium for the general advertiser in Buffalo.

The Buffalo Review Co.
BUFFALO, N. Y.

E. STERN AGENCY:

W. E. SCOTT,
150 Nassau Street, New York.

It Never Sleeps

A Kissam Street Car Card
is Working Every Hour.

Every hour of the twenty-four buyers are being impressed with the fact that you've something to sell. It reaches out and keeps this "something" in close touch with the thousands.

It's a silent salesman and never bores.

Kissam's Cards

Cover the Country.

You've a pleasing prospect of prosperity if you use them intelligently. Write for information.

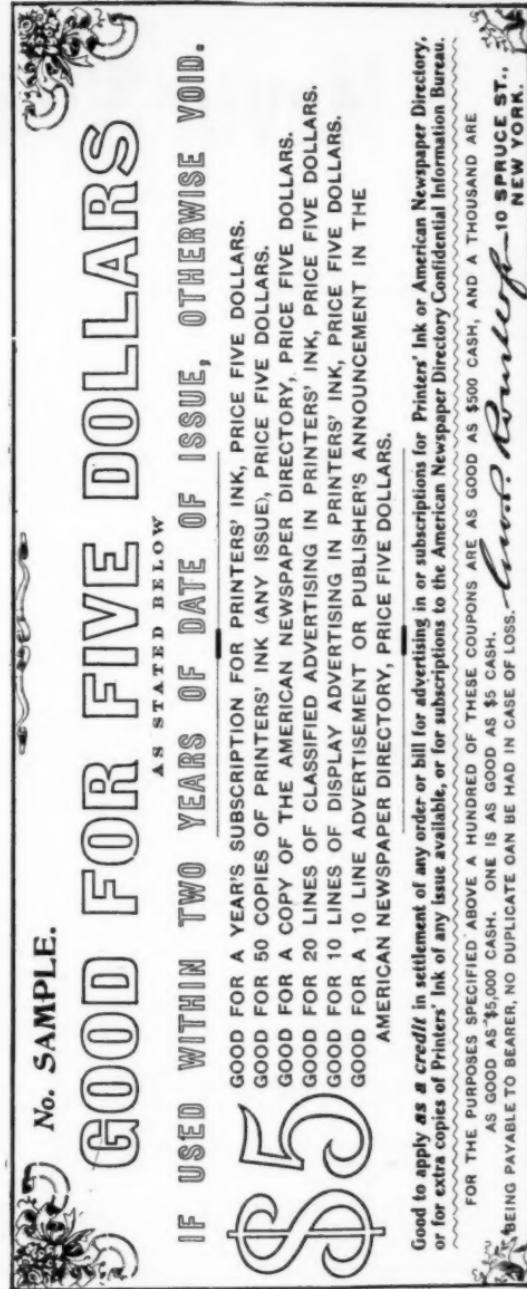
14 Branch Offices. Personal Service. Perfect System.

GEO. KISSAM & CO.

253 Broadway, New York.

Written by N. S. Reid, Pittsburg, Pa.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.



No. SAMPLE.

GOOD FOR FIVE DOLLARS
AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.

BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Printers' Ink Advertising Bureau, 10 SPRUCE ST., NEW YORK.

NOW READY!

Fall Edition

(SEPTEMBER ISSUE)

OF THE

American Newspaper Directory

FOR

1900

A Complete Catalogue of the Contemporaneous
American Periodical Press.

The Recognized Authority on American Newspaper
Statistics. Revised Up to Date.
Over 1,400 Pages.

Price Five Dollars

Sent, Carriage Prepaid, on Receipt of Price.

ADDRESS ORDERS TO

GEO. P. ROWELL & CO., Publishers,

10 SPRUCE STREET, NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Many a trade paper advertiser "carries a card" just because he got into the habit of doing it years ago.

He is quite sure it does him no good.

Frequently he is also sure that he is "blackmailed" into continuing it.

He knows the paper has no influence, but he fears to have that influence used against him.

He is deceiving himself.

Trade paper publishers are business men. Their morals are probably no better or worse than those of other business men.

They are not blackmailers, but they favor their friends.

If a man does not advertise with them it is quite certain and natural that they will not use their editorial columns to boom his wares.

If one maker of pretzels advertises and another does not the facts have some weight with the editor, and if the advertising is properly constructed and is large enough it may convince him that the advertised pretzels are better than those that are not advertised.

Why not?

The cost of trade paper space is so moderate that any man who seeks to do business with any given class must be shortsighted indeed if he fails to use it liberally.

Fifty dollars a page is about the highest price asked by ninety-nine in a hundred monthly trade papers, and in weeklies the price is likely to be nearer twenty-five dollars.

I know of one weekly that thoroughly covers its trade in which the rate is \$1,560 per page per year—\$30 an issue. The circulation is about 6,000.

I cannot understand the reasoning of the man in that trade who

concludes that he can afford to do without advertising in that paper.

A really live, snappy trade journal appeals to the live people in that trade. The sleepy ones won't read it, but sleepy trade isn't worth much.

Suppose only one paper in four or five is read. There is still circulation enough to bring a profit if the space is properly used.

The commonest kind of uncommon sense will show that advertising in even the weak trade papers is a reasonable proposition.

There are a certain number of people in your own trade to whom you must sell your goods if you hope to remain permanently in business and pay the hands on Saturday night.

Goods must be made known to these people before they can be sold.

A traveling salesman can make them known at the rate of about \$3,000 a year for salary and expenses, and he can call on about fifteen hundred people once a year if he is a good man and a quick traveler.

The trade paper page calls on five or six thousand people fifty-two times for fifteen hundred dollars, and does the missionary work of introduction and reiteration for the salesman's benefit, and many times better than the salesman has time to do it.

Any salesman would prefer to travel for a well-known house.

How does a house become well known?

By advertising.

And advertising is anything that conveys information about a business—whether it be a man or a printed sheet or a red elephant with blue letters.

Trade paper advertising offers the most economical method of making a house known to the

possible customers in its particular line.

Every inch of space in a good trade paper has in it the possibility of value.

If it does not produce profit it is usually because it is not properly used.

Land is profitable according to the crop, and the crop depends almost wholly on what is planted and how it is cultivated.

You can let a rich field run wild and in time accumulate a crop of daisies and thistles and loss.

You can watch it a little, keep out the undesirables and get good grass.

You can sow wheat or plant pineapples, as the climate may be, and with attention reap bountiful return.

You can treat trade paper space in much the same way.

With much the same variety of results.

* * *

In an article entitled "Syndicate Advertising," printed in a recent number of a business periodical, Mr. J. W. Schwartz relates the deplorable experience of a Mississippi Valley merchant who used syndicate advertising so repellent to the fine sensibilities of his customers that it drove them away, and attracted a new set of customers of very undesirable character.

It seems from this sad tale that the merchant knew how to read and write, and it is therefore hard to understand why he did not eliminate the undesirable features of the syndicate advertising, and substitute something more in line with what would be acceptable to the refined tastes of his customers.

However, Mr. Schwartz concludes that syndicate advertising is essentially bad, and winds up his article in this manner :

"Within the past year or two it has become generally recognized that syndicate advertising is of very little benefit to any one except the syndicates. It stands to reason that you cannot make an advertisement fit a number of people or businesses. Clothing

may be made that way. But when you attempt to build an advertisement which shall fit a man in Oshkosh and another in Duluth and a third in Manitowoc, you are bound to make a mighty poor fit for all of them. And how much worse when you are not at any one of these three points.

"The truth is that every business is *sui generis*. There are no two alike on the face of the globe. However seemingly alike, they differ as men do. Every business has its own spirit—its own soul.

"But the egregious mistake is that a body of men sitting in New York, or Chicago, or St. Louis, can write to any number of men in many places at all points of the compass and tell them that they can fulfill such a service. And still stranger is the fact that there are common-sense men at all these places who will so allow themselves to be duped! That these victims are men of common sense is proven by the facts that they have been successful.

"The truth is, if you cannot write your advertisements yourself—and surely there is no shame in that—hire a man in your own town to do so. You need not employ his whole time. But let him sit at your elbow, or acquaint himself with your business until he is imbued with the spirit of it."

As a matter of fact, some syndicate advertising is good, and some is bad. This is not a condition of affairs peculiar to syndicate advertising, but equally obtains in all kinds of advertising.

The good kind of syndicate advertising is good anywhere from Maine to Manila.

The civilized people in every quarter of the globe eat, drink and wear substantially the same things. The same sensible arguments that will sell commodities in one place will sell them in another. It makes no difference whether these are syndicate arguments or not.

The principal function of the syndicate scheme of advertising is to furnish good cuts.

It is necessarily true that a cut which will be attractive and business-bringing in one place, will be equally attractive and business-bringing in another place.

It is also true that a man in New York, Chicago, St. Louis, or Jerusalem, can make as good a drawing as if he were in Oshkosh or Duluth. In order to make a picture that will be pleasing and possess selling power, a man doesn't have to be in any particular locality, or study the topography of any particular city or town.

It cannot be true that it is possible to produce syndicate cuts which will be worth many times more than they cost to the merchant anywhere within the limits of civilization.

It is also a fact that these cuts are by the syndicate plan produced and placed in the hands of the merchant at a very small cost.

To get equally good cuts under other schemes it would cost the merchant from five to twenty times as much.

So far as the reading matter which syndicates furnish with the cut service is concerned, it is merely of an introductory character, calculated to show the merchant how the advertisement going with each cut might well be started, leading up, of course, to his list of advertised commodities with prices. The merchant enters into no contract to use the reading matter furnished. If it chances to fit his immediate needs, well and good. If it requires changes in order to make it dovetail with the story the merchant wants to tell, the changes can easily be made.

No merchant, capable of writing intelligently, can fail to see at once whether or not the matter furnished needs changes, and it is certainly a very easy task to make such changes as are necessary in the matter furnished by good syndicates.

Very often, of course, matter has to be changed very materially or wiped out altogether, and any man, who has any business being in business, will have no trouble

in making the service fit his needs.

For a certain class of merchants, particularly in small towns, no advertising plan yet devised can take the place of syndicate service.

It is all very pretty to advise a man to hire a man in his own town to make his ads for him, but as a matter of fact, in the average country town or city no man capable of preparing a decent ad can be found. In an average town of ten thousand inhabitants there are about 9,964 people who are absolutely confident they know all about advertising, but the merchant who allows any of them to do tricks with his advertising space will certainly live to regret it.

Such men in small towns as are capable of writing business literature at all are engaged so profitably in newspaper or similar work that the merchant cannot avail himself of their services.

* * *

Some anonymous individual asks, "How is this?" It is clipped from a Danville, Va., newspaper and isn't so bad as might be.

I pay small rent, put on no style, live cheap at home and thus make my expense about one hundred dollars per month less than any of my competitors, which enables me to sell harness and vehicles for less than others.

T. C. McLELAND.

The next thing Mr. McLeland will probably do is to furnish an itemized account of his living expenses compared with that of his luxurious and prodigal competitors so that people can figure out just about the percentage of profit necessary to enable him to live as compared with the other fellows.

* * *

No man who would be allowed to roam at large, by the authorities would dream for a moment of starting a publication devoted to a trade, if he had no knowledge whatever of that particular trade.

A man, for instance, who started an engineering journal without the slightest knowledge of engineering as a science or business, would necessarily show the length and breadth of his ig-

norance so quickly that he would become the laughing stock of all creation, but as the advertising business has to do almost exclusively with words and pictures, and as words and pictures are within the mental grasp of most people, most people seem inclined to start advertising journals without possessing the slightest knowledge of the art and business of advertising.

The large number of well-meaning and otherwise deserving young men, who write most of the matter appearing in most of the so-called advertising papers, start out with the idea that a sweeping criticism of everything in the advertising line is what is needed.

Their idea of what the contents of an advertising journal should be is that everything within reach should be roasted vigorously and unmercifully. This is comparatively easy. It is no difficult trick to find fault with the ten commandments, and reorganize and readjust them in a manner which will suit you much better than does the original Decalogue.

To those actively engaged in the advertising business the enormous amount of queer drivel which so many advertising journals contain is extremely amusing. There is nothing practical about it. Every sentence shows the writer's absolute ignorance of the advertising business. Every article of this character betrays the fact that the writer has simply sharpened his pencil, taken a bird's-eye view of the universe, picked out some particular advertisement, or advertising plan, and figured out some way in which it could be adversely criticised.

There is a large class of advertising journals whose editorial management shows inexperience and adolescence. Papers of this class are evidently edited by young men with a certain aptitude for stringing words together, and who seem to have drifted into this class of work because they were not fit for anything else.

These men have their friends,

Everything these friends do is simply great. Everything else in the advertising line is bad, and they proceed to prove it.

This state of affairs may be nobody's business. Perhaps it is true that anybody has a right to start and maintain any kind of a publication he chooses, and say anything in it which he happens to feel like saying, provided it be not immoral nor libelous.

At the same time, writers and journals of the sort referred to are distinctly injurious to the business world. People are very apt to believe what they see in print. People are very apt to give credence to what they find printed in a reputable journal. They are apt to assume that a journal devoted to advertising speaks with authority, and lays down the opinions and precepts which may safely be followed.

Therefore much bad advertising is persisted in because its perpetrators are patted on the back and congratulated by journals which do not know what they are talking about.

Many advertisers who are on the right track are discouraged by equally groundless adverse criticism. There must be any number of advertisers who do not follow out advertising plans of merit for the sole reason that such methods are discountenanced by some journal which knows absolutely nothing about it.

Even journals which have some excuse for existence and which have on their editorial staffs men who know what they are talking about, are notoriously biased and unfair.

I have noticed in several instances that advertisements have been warmly praised simply because the writer did not know who prepared them, and at the same time I was fully aware that had he known, the same ads would have been unmercifully scored.

Nothing is more helpful than good, honest advertising criticism. Nothing in the business is more harmful than the chortling of the ignorant or prejudiced.

DRUG STORE ADVERTISING.

By S. H. Busser.

To the druggist the advertising problem is not always easy of profitable solution. In cut rate towns he can wage war on his fellow pharmacist by trimming down prices on standard goods, but he sacrifices his profit and demoralizes the trade.

In towns where all the druggists are associated to maintain prices the advertising drug man cannot hope to win on the score of price alone. He cannot have sales or make special price offers without violating the terms of his association agreement. He is on an equal footing with each of his competitors so far as prices are concerned and, no matter if he does buy at a lower figure, he cannot sell at less than the schedule rates.

While everybody will agree that a mutually approved price list is a good thing for druggists, it must be admitted that it removes a strong advertising lever—one that is ever potent in bringing trade. In fact drug advertising in towns where full prices are maintained has fallen off.

There is a solution of this difficulty, however, and an easy one. The very fact that it is not new is in its favor. It has been tried and found profitable.

Let the druggist put up some good, honest preparation of his own and concentrate all his advertising on the one specialty. Let him confine the sale of it to his own store—make every buyer come to him for it and he will find that the popularity of his establishment will increase with the reputation of his specialty. His advertising directed in this way will have many times the effect it would have if conducted along the usual lines and devoted to the general stock. The advertising must be carefully done and the article sold at a popular price.

I know of one store in particular where this plan has worked to perfection. It is a small pharmacy situated in a residence district, in a city of fifty thousand, and mainly dependent upon a neighborhood trade. Advertising along

general lines had no effect upon this business, as a central location was lacking.

A corn plaster was introduced and advertised in the best evening newspaper, a six-inch advertisement appearing once every week. There was merit in the medicine—something in the ads induced the people to try it and the remedy was soon fairly started. The sales of the plaster steadily increased and soon there were callers from all parts of the city—people who had probably never been in the store before. There were telephone orders and mail orders and all helped to advertise this little pharmacy. Those who came frequently patronized the confectionery counter or the cigar department or made some other purchase in which there was a profit to the plodding druggist. Many have been secured as regular patrons. They evidently argued that a druggist who could make such a good corn remedy was a pretty good sort of a fellow to trade with.

SOME NEVER LEARN IT.

Before an advertiser can write effective advertisements he must acquire the knack of being able to see his goods from the buyers' standpoint.—*Mail Order Journal*.

HOW MEASURED.

Advertising knowledge comes high. It is sold at so much a mistake.—*Advertiser*.

ILLUSTRATED EXTRACTS FROM TESTIMONIALS.



I AM THOROUGHLY BRACED UP.

Only One Kicker!

PRINTERS' INK JONSON, New York.

BOSTON, MASS., September 8, 1900.

Dear Sir:

I received a circular letter from you to-day, and in answer would say that your inks have been very satisfactory indeed, in every way, and I figure that on some lots (notably the news ink) that I have saved half on the regular price and got very satisfactory ink at the bargain. I am not using as much ink now as I did formerly, and have bought most of the ink that I use from you. On colored inks, which I generally need to have at short notice, I am obliged to buy here in the city, but on inks that I can wait a day or two for I shall certainly buy of your house as long as you are in the business. I can assure you right here that you have always shipped my orders at once, and I have received the goods in perfect condition, and they have always been fully as good, if not better, than you represented them to be. At a recent meeting of several job printers here in Boston the subject of inks was broached, and it was almost the universal testimony that "Jonson's Inks" are all right. The only contrary testimony was from a young man named Kiley, who said he had used your inks and had to throw away a lot. I don't believe he needed to throw them away, unless he did not know how to use them. I have never had to throw any away, and have been able to scrape out the cans and use every atom I could get out of the ink knife. Of course it takes a trifle of brains (not much) to use inks rightly, in order to work the proper ink on the proper kind of paper. I had a call from a representative of a Western ink house this week, and placed a small trial order. I have tried the ink, and will give it a more exhaustive one before sending it back, but it is hardly as good as your news ink, and the price is fifty cents a pound. Perhaps they made some mistake. But I can see how they can afford to give thirty or ninety days' credit, employ a host of drummers to worry the printer to death with yarns, if they only fill their cans with mud. I wish you would send me by express a three pound can of the best ink you furnish for a dollar for the three pounds (black book ink) and two pounds for a dollar of black job ink, of good color and brilliancy. I inclose check for two dollars in payment for same. If you issue a price list will you send me one? for it is more convenient to know just how to order.

Respectfully yours,
F. P. FAIRFIELD.

The ink trade has more difficulties to contend with than any other line I know of, and while none of us are infallible, I am willing to wager that I receive less complaints in proportion to the number of orders I fill than any other ink house in the world. From January 1st to August 31st this year I received 7,613 orders, and my complaints have been less than one-half of one per cent. I employ no salesmen and therefore have no friendship trade. Every order must be accompanied by the cash, otherwise I won't fill it. When the goods are not found as represented, I cheerfully refund the money, and pay all freight or express charges. Send for a copy of my price list and save at least fifty per cent on your ink bills.

Address,

PRINTERS' INK JONSON,

13 SPRUCE STREET,

NEW YORK.



Fourteen Insertions Gratis

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,
10 Spruce Street, - - - - - New York.

For that Dull Feeling

in

business

INJECT A CARD

in

Kissam's Kars

Guaranteed to

Relieve Depression,
Stimulates Trade,
Drives away the Blues,
Brings Business.

Geo. Kissam & Co.

253 Broadway,

New York.

Written by G. W. Bull, Denver, Colo.